



The performing arts are back, and Theatre District Houston and Houston First are proud to announce the launch of **Houston Theater Week**, an inaugural event celebrating diverse performing arts organizations across the city of Houston. This promotion creates a unique opportunity for our community to access and experience the performing arts firsthand.

What: Houston Theater Week

The Offer:

- **2-FOR-1 TICKETS** (Processed as a 50% discount per ticket)
- **Promo Code:** HTXARTS
- Participating organizations can determine which productions and performances they chose to make available under the offer, as well as seat locations, and/or max sales against any given performance.

When: On sale August 22-29, 2022 for production(s)/performance(s) in the 2022-2023 Season.

Opportunity: Inspired by the highly successful Broadway Week event in New York City, professional performing arts organizations across the city of Houston are invited to participate in a week-long promotion of the collective 2022-2023 Season.

Who: Professional performing arts organizations (theatre, symphony, opera, choral, etc.) with an address located in the city of Houston.

Why: This opportunity will provide a unified and city-wide “event” promotion designed to:

- Drive immediate ticket sales for all participating organizations in a critical recovery year for the arts.
- Introduce new theatre-goers to the performing arts in Houston
- Increase the frequency that Houstonians attend performing arts
- Demonstrate the rich depth of offerings available
- Execute a turn-key promotion that is simple to message and execute
- Promote the message that the performing arts are a cornerstone of Houston’s reputation as a world-class city and an economic driver in our community
- Utilize our collective strength to exponentially increase our visibility and grow Houston’s theatre-going base
- Lay the groundwork for an annual promotion that is scalable, drives strong sales, and brings more people into the experience of our productions.

Criteria for eligibility:

- You must be a performing arts organization that pays your artists for their engagement(s).
- You must have a physical address or perform within the city of Houston.
- You must sell tickets via an online platform with the ability to offer discounted tickets using a promo code.
- You must agree to offer a 50% discount for participating events (promoted as **2-for-1 tickets**) using the promo code **HTXARTS**. Alternate discount levels may not be included in this promotion.
- You must agree to use the unified branding provided by Houston First in all communications related to the promotion.
- You must agree to send at least one email to your database between August 22-29, 2022 regarding this promotion, including a link to the official promotion homepage.

TO PARTICIPATE: Organizations are asked to upload their selected productions or performances to a central website managed by Houston First. You can find the link to the website here: <https://www.visithoustontexas.com/theater/theater-week/submit-your-event/> Once performances have been uploaded they will be published on a central website. If you need help completing the form for your submission, please contact: Sean.Herbert@HoustonFirst.com

This promotion will be supported through a comprehensive marketing campaign spearheaded by Houston First; who will also provide marketing assets for each participating organization to utilize through their own channels, websites, social media, etc.