



SAN DIEGO
performing
arts
LEAGUE



Membership Guide

belong

Why should I belong to the San Diego Performing Arts League?

Different members look for different things. In a recent survey, the community told us that the following was most important:

- Audience development
- Networking
- Advocacy, especially government relations
- Group marketing programs
- Member communications
- Professional development
- Star Awards

Total dues account for only 7% of the annual budget. The remaining 93% is raised for your benefit and keeps your cost of services affordable.



We work for you!



More patrons for your events is what you want?

- Arts Tix
- Weekly eBlasts
- Box office services
- Cross marketing promotions
- Events web-site
- Email and mail list sharing

We reach more than 20,000 arts patrons per week to promote & sell your events!

And we are growing ...
audiences

networking

Sharing information with your Colleagues is important.

- Topical membership meetings
- Symposiums (Arts in Crisis)
- Marketing consortium
- Development / fundraising consortium
- Social party & events
- Annual meeting



Michael Kaiser,
Arts in Crisis keynote speaker.

We put you together with the people you want to meet!

advocacy

The League advocates to elected and civic leaders on issues that impact our members. Arts funding, censorship, public spaces for art, tax reforms for non-profits, and labor laws are only some of the issues we keep abreast of on your behalf.

We coordinate our efforts with:

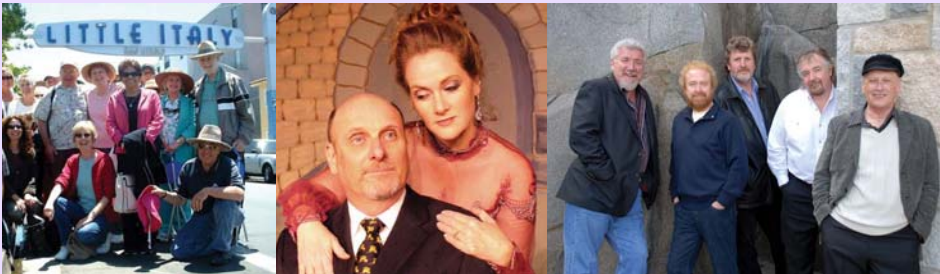
City of San Diego Commission for Arts and Culture
San Diego Regional Arts and Culture Coalition
San Diego Concierge Association
San Diego Convention and Visitors Bureau
San Diego Regional Chamber of Commerce
California Association for Non-profits
California Arts Council
Americans for the Arts
Association for Performing Arts Organizations
Theatre Communications Group
National Endowment for the Arts

Our mission is to communicate the value of the arts in individual lives and in the life of our community.

Many of us are too busy to read every email that crosses our desk. SDPAL offers several tools for you to use so you don't miss important information.

- Member web-site
- Member eZine
- Special notices
- Letters to elected officials
- Annual meeting

We keep you informed!



communication

Benefits At-A-Glance



- Arts Advocacy - your unified voice
- Industry eZine - Followspots
- Membership meetings (4 per year)
- Marketing consortium
- Arts Tix - FULL and half-price
- Box office services
- What's Playing guide
- KPBS Arts Brief
- Free Night of Theatre
- Display case advertising
- Member website
- Arts Jobs online
- Star Awards



New Services



- Westfield Mall advertising
- XLNC radio spots
- Banner ads
- Ad trade program
- Festival participation
- Performing Arts Passport



Re-Newed Services



- Partners in the Arts
- Lawyers for the Arts
- Business Volunteers for the Arts
- Discount Insurance
- Community Outreach

NB above will depend on funding
And membership needs.





Join us!

Please complete the application here:
http://www.sandiegoperforms.com/about_league/documents/FY10MembershipApplication.pdf

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Questions?
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