



ALL-MOZART BIRTHDAY PROMOTION - FAST FACT INFORMATION SHEET

This Fast Fact Sheet is for WSO Board of Directors. It is designed to give you all the information about this special opportunity so you know what we are doing and why. Thank you!

Concert Information

Concert: All- Mozart

Date: Sunday, March 1, 2020

Time: 2 PM Pre-Concert Insights presented by Dr. Vincent de Luise, WSO Cultural Ambassador
3 PM Concert

Location: NVCC Fine Arts Center, 750 Chase Parkway, Waterbury

Program: *Violin Concerto No. 5 in A Major* featuring Yoon Be Kim, *winner of the 2019 WSO Young Artist Competition Clark Prize*

Requiem, featuring The Hartford Chorale and four vocal soloists from Yale School of Music

Sponsors: Series Sponsor – Waterbury Health; Concert Sponsors – Hubbard Hall and Osher Lifelong Learning Institute; Vocal Sponsors – Dr. Vincent de Luise and Connecticut Summer Opera Foundation

Promotion Information

The Deal:

Mozart's birthday is January 27, 1756. The WSO is celebrating! For one day only, on Mozart's birthday, January 27th, we will offer tickets in the Choice Seating Price Level (regularly \$40) to the All-Mozart concert for **\$17.56**. That's a 56% discount! ***The offer is good for online sales only, on January 27th from 10 AM to 4 PM.***

Why This Deal:

The Choice Seating Price Level is our mid-level pricing and includes some of the side seating areas that typically are more difficult to sell. Mozart's Birthday occurring at the perfect time during the marketing campaign allows us to sell more of these and create buzz around the concert. Why \$17.56 tickets? Because it is Mozart's birth year (it's fun!) and because it is a significant discount that will get noticed.

The Campaign:

Email Blast: WSO will deploy special email alerting our database of this opportunity on Friday, January 24th with a reminder on Monday, January 27th.

Social Media: WSO will post on Facebook, Instagram and Twitter on Monday, January 27th.

Media Alert: A media alert will go out to all our media partners on Thursday, January 23rd to "leak" the news, giving our partners time to help us get the news out on their platforms.

YOU are a very important part of this campaign! We need our Board Members to be a virtual street team and help us spread the word. Here is what we need you to do:

⇒ On **Friday, January 24th** check your email and forward the Happy Birthday Mozart email to your friends and contacts. This email will be designed for you to forward and share.

⇒ On **Monday, January 27th** be online in the morning around 10 AM checking your Facebook, Instagram and Twitter accounts. Please like the WSO posts and share them to your newsfeed.

⇒ On **Monday, January 27th** you will also be able to forward and share the email going out on this day.

⇒ If you receive questions you are unable to answer, please let us know!