

ARTSBOSTON MEMBERSHIP 2023-2024

ABOUT ARTSBOSTON MEMBERSHIP

ArtsBoston's annual [membership](#) is open to arts, cultural, and entertainment organizations of all budget sizes, including nonprofit, commercial, and artist collectives operating in the Greater Boston area. [Visit our website for pricing.](#)

WHY BECOME AN ARTSBOSTON MEMBER?

With over [110 different arts organizations](#) with whom to connect, specialized programming to attract audiences and grow your capacity, and the opportunity to leverage ArtsBoston's strategic partnerships with civic, advocacy, tourism, and funding communities, ArtsBoston members are never alone.

MEMBER BENEFITS & PROGRAMS



COMMUNITY BUILDING AND CONNECTIONS

The Network for Arts Administrators of Color

The Network for Arts Administrators of Color (NAACBoston) enhances the visibility of professionals of color in Greater Boston's arts and culture sector, as well as widen the leadership pipeline and highlight opportunities for professional and personal growth in the field. NAAC Boston offers participants the opportunity to connect, network, and share learnings with the intent to empower, elevate, and retain talented professionals of color in the sector. The creation of this network reflects the importance of visibility for professionals of color, and the value that diverse perspectives contribute to an enhanced workforce and culture.

Any self-identifying BIPOC arts administrator can [join NAACBoston](#) for free. ArtsBoston member organizations can also [contact the NAAC Coordinator](#) to share open opportunities and jobs to the NAACBoston mailing list that includes over 500 members.

Member Socials & Special Events

ArtsBoston provides opportunities for Boston's arts administrators to gather as a community and reconnect with old friends, welcome new arts administrators, build networks, and socialize outside the confines of the office.

Access to ArtsBoston Staff

[Our staff](#) have combined decades of experience in Greater Boston's cultural sector and are always happy to share resources and connections.

For more information, visit <https://www.artsboston.org/memberbenefits/> or contact Advertising and Membership Manager at arlenee@artsboston.org

ARTSBOSTON MEMBERSHIP 2023-2024



VISIBILITY & PROMOTION TO ATTRACT NEW AUDIENCES

Digital Marketing & Seasonal Promotions

Member events and information are featured in our weekly activity-themed emails, blog posts, social media, and Calendar spotlights at no charge. Be the first to hear about seasonal campaigns including the joy of live arts experiences and holiday promotions with community and media partners.

Advertising

Members get up to 50% off [advertising](#). Our email lists include over 50k people and our emails regularly get open rates over 30%. Dedicated emails, one of our best sellers, often sell out months in advance and members get first dibs. [Premium outdoor advertising](#) at our Faneuil Hall BosTix booth is seen by an estimated 18 million people a year.

BosTix

[BosTix](#) provides local residents and visitors the opportunity to experience the best of Boston's performing arts for less. We provide patron data of all tickets sold, additional marketing and promotion, and you maintain control of your inventory.



CAPACITY BUILDING & PROFESSIONAL DEVELOPMENT

ArtsBoston Audience Initiative (AAI)

Members get discounted access to the [AAI database](#), powered by TRG Arts. With AAI, you can access demographic data about local audiences and patrons, get your mailing lists updated with US Postal Service's National Change of Address (NCOA), trade lists with other arts organizations, and make data-driven marketing and fundraising decisions.

Workshops & Training

Learn about the topics that most affect our sector, including the changing media/marketing landscape, consumer behavior, pricing, and climate resiliency. Past workshop topics include, equity & inclusion, hiring and staff retention, audience development, digital marketing, and other industry needs.

Diversity, Belonging, Inclusion & Equity

Members have access to anti-racism training opportunities and EDI planning resources.

For more information, visit <https://www.artsboston.org/memberbenefits/> or contact Advertising and Membership Manager at arlenee@artsboston.org