



Miami-Dade County Department of Cultural Affairs

111 NW 1st Street • Suite 625
Miami, Florida 33128
T 305-375-4634 • F 305-375-3068
miamidadearts.org

miamidade.gov

June 22, 2006

YOU'RE INVITED!
BECOME A 2006-07 GOLDEN TICKET PARTNER

Dear Cultural Colleagues,

JOIN US FOR THE 2006-07 EDITION

The *Golden Ticket Arts Guide* continues to generate an enormously positive response from senior citizens (ages 62 and over) throughout the community and those who serve them, confirming the high-interest and need to reach this underserved population. As a result, we have committed to expanding and improving the *Golden Ticket Arts Guide* and extend this invitation to you to join us for 2006-07 as a *Golden Ticket Partner*. As one of Miami-Dade County's outstanding cultural assets, we would very much like to feature your organization in the 2006-07 *Golden Ticket Arts Guide*.

JUST FILL OUT THE FORM

Attached is a *Golden Ticket Partner* participation form for your use. You are encouraged to use this marketing opportunity to promote free offerings you may already have or to encourage patronage to your institution by offering free admission on typically low attendance days or performances. Events must take place between October 1, 2006 and September 30, 2007 and may consist of single and/or recurring events.

Forms may be faxed to 305-375-3068 or emailed to lucia@miamidade.gov.

The deadline for inclusion in the 2006-07 *Golden Ticket Program* is 4 PM on Friday, July 14, 2006.

HELPFUL HINTS

Participation as a *Golden Ticket* partner is an easy way for your organization to fulfill its outreach to senior citizens in our community, as well as help to fulfill your attendance goals. Many prior year partner organizations accomplished both objectives by limiting their offers in a strategic manner. While we appreciate your most generous offer, you may consider restricting your participation in the following ways:

- Limit the number of ticketed events offered
- Limit the events offered to traditionally low-attendance nights
- Limit the events offered to certain days of the week or month
- Limit the events offered to certain times of the day
- Limit the offers to free/un-ticketed events

You can see examples of this year's offers on our website at www.miamidadearts.org/goldenticket.aspx

HOW IT WORKS

In order to track usage, the 2006-07 guide will include approximately 24 "*Golden Tickets*" which the patron is required to fill out (name, address, demographic information) and present at your admission booth/entrance with ID and proof of age. Each *Golden Ticket* coupon is good for one senior admission and will have an expiration date of September 30, 2007. The Department of Cultural Affairs will collect the *Golden Tickets* from you on a monthly basis. We would be happy to share the marketing data with you at the conclusion of the project if you are interested.





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A STELLAR SUCCESS

In 2004, with the support of a grant secured from the National Endowment for the Arts, the Department of Cultural Affairs launched the “*Golden Ticket Arts Guide*” designed to provide senior citizens (ages 62 and over) in our community with free opportunities to attend a variety of cultural events and venues. This outreach initiative was developed in cooperation with Miami-Dade Transit’s *Golden Passport* program, a service that provides seniors free, unlimited access to Metrorail, Metromover and Metrobus.

This year, the *Golden Ticket Arts Guide* has so far reached approximately 30,000 Miami-Dade seniors, through a distribution plan which focused on publicity and utilization of the public library system and Team Metro Offices, as well as the direct distribution of a bilingual postcard order form, which was mailed to 26,000 individuals. Since January, more than 5,000 individuals have requested the *Golden Ticket Arts Guide* directly from the Department of Cultural Affairs, with more requests coming in on a regular basis as word continues to spread about the program.

QUESTIONS?

If you have any questions, require additional information, or would like an electronic version of the 2006-07 participation form, please contact Francine Andersen (by phone: 305-375-5024 or email: fran@miamidade.gov) or Lucia Minervini (by phone: 305-375-5895 or email: lucia@miamidade.gov). We look forward to hearing from you and including your organization in the 2006-07 edition of the *Golden Ticket Arts Guide*!

Sincerely,

Michael Spring
Director

Attachment

