



Image source: Jaime Lopes, Unsplash



ADVISORY
BOARD
for the ARTS

Transforming Arts Organizations Worldwide

Benchmark of Membership Programs

November 2023

Research Methodology

Research Question

Which membership models are peer cultural organizations adopting?

To investigate this question, we conducted the following research:



Secondary research to gather:

- Examples of local membership programs across Europe and the US



Past ABA proprietary research:

- Redefining the Donor Value Proposition (Signature research)

Profiled Organizations

Profiled based on publicly available information or interviewed in previous ABA research:



Baltimore
Symphony
Orchestra
Baltimore, MD



Birmingham
Royal Ballet
Birmingham,
UK



Carnegie Hall
New York City,
NY



Donmar
Warehouse
London, UK



Garsington
Opera
Stockenchurch,
UK



LA Phil
Los Angeles,
CA



London
Symphony
Orchestra
London, UK



Opera
Holland Park
Ilchester, UK



ROYAL
OPERA
HOUSE

Royal Opera
House
London, UK



Shakespeare's
Globe
London, UK



The Kennedy
Center
Washington,
DC



The Old Vic
London, UK



The Public
Theater
New York City,
NY



The Young
Vic
London, UK



Van Gogh
Museum
Amsterdam,
The
Netherlands

Membership Levels at a Glance (UK)

Organization	Birmingham Royal Ballet	Donmar Warehouse	Garsington Opera	London Symphony Orchestra	Opera Holland Park	Royal Opera House	Shakespeare's Globe	The Old Vic	The Young Vic
"Friends"*	£55 £200 £500	£75	£10 £20 £25+ £85+ £210+	£50+ £100+ £250+ £500+	£90 £185 £375	£72 £118 £220 £528 £1,420 £2,650	£50/75 £200	£65+ £500+	£50 £150
"Patrons"	£1,220 £2,520 £6,020	£500 £1,850 £3,250 £6,500 £12,700	£600+ £1,800+ £5,750+	£1,500+ £2,500+ £5,000+ £10,000+ £15,000+	£1,750 £5,500 £10,000	N.D. N.D.	£500 £1,250 £2,500 £5,000	£1,500+ £3,000+ £6,000+ £12,000 +	£500+ £1,500+ £2,500+ £5,000+ £10,000+

* Organizations use the same name, but it might refer to different tiers. For example, for one organization "Member" is associated with the first tier, for another with the second tier

Membership Levels at a Glance (US and EU)

Organization	Baltimore Symphony Orchestra	Carnegie Hall	LA Phil		The Kennedy Center	The Public Theater	Van Gogh Museum
“Friends”*	\$75	\$100	\$75+	\$19/month	\$75	\$100	€1,000
	\$150	\$150	\$150+				
	\$250	\$300	\$250+				
	\$500	\$600	\$500+				
	\$1,200	\$900	\$1,000+				
	\$2,000	\$1,500					
“Patrons”	\$3,000+	\$3,000	\$3,500+		\$1,800	\$3,000	€5,000
	\$5,000+	\$6,500	\$5,500+		\$4,000	\$5,500	€15,000
	\$10,000+	\$12,500	\$10,000+		\$6,000	\$8,000	
	\$25,000+	\$15,000	\$15,000+		\$10,000	\$10,000	
	Include the BSO in their estate plans	\$25,000	\$15,000+		\$15,000	\$15,000	
		\$30,000	\$25,000+		\$25,000	\$25,000	
		\$50,000	\$50,000+		\$50,000+	\$50,000	
			\$100,000+			\$75,000	
					\$100,000		

* Organizations use the same name, but it might refer to different tiers. For example, for one organization “Member” is associated with the first tier, for another with the second tier

Common Trends

- There is a **remarkable similarity** amongst the schemes and very few organizations (with the exception of the Van Gogh Museum) seems to be trying to differentiate themselves in this area
- Organizations typically separate **philanthropic giving** (friends/patrons) from **subscriptions** (ticket packages and discounts)
- Quite a few organizations have separate **young people membership** and patron programmes
- Membership levels are usually grouped into **two macro-categories** (“Friends” and “Patrons”), with the higher category (“Patrons”) receiving more personal relationship.
- UK organizations tend to have **fewer ‘levels’** than in the US. The mean number of ‘Friends’ levels is 3 and ‘Patrons’ levels is 4 in the UK. In the U.S. it is 6 and 7 respectively. This is based on the 15 organizations we analysed.
- Membership levels are **additive** – the higher levels encompass the same benefits of the lower levels and add some new ones. Also, sometimes the benefit is the same, but the **scope is different** (for example, if a lower level gives access to two complimentary events, the higher level might give access to four).
- From our other research, the most important benefits for donors (below the highest patron levels) tend to be around **tickets** (early access, best seats, easy returns, etc.) and **special access** (private events, meet the artist, dedicated areas, etc.)

Report Outline



**Membership
Programmes**



Insights from previous
research

Baltimore Symphony Orchestra (Membership)



Membership Level	Price (yearly)	Benefits
Bach	\$75	<ul style="list-style-type: none"> • Pre-sale and 15% discount on single tickets • Priority Ovation tickets • Four complimentary Ovation Series passes • Four complimentary Donor Appreciation Concert tickets
Beethoven	\$150	<ul style="list-style-type: none"> • All Bach benefits • Eight complimentary Ovation Series passes
Brahms	\$250	<ul style="list-style-type: none"> • All Beethoven benefits • Twelve complimentary Ovation Series passes • Invitation to a Fall Thank You reception
Britten	\$500	<ul style="list-style-type: none"> • All Beethoven benefits • Sixteen complimentary Ovation Series passes • Invitation to a Spring Thank You reception • Recognition in one issue of Overture Magazine
Symphony Society	\$1,200	<ul style="list-style-type: none"> • All Britten benefits • Comcast Lounge access • Preference for Grand Tier/Premium Box Seating • Recognition in all issues of Overture Magazine
Symphony Society Gold	\$2,000	<ul style="list-style-type: none"> • All Symphony Society benefits • Invitations to Allegretto Dinners before concert (at additional cost) • Two accesses to Governing Members Lounge

Source: <https://www.bsomusic.org/giving/membership-23-24/>

Baltimore Symphony Orchestra (Giving Societies)



Membership Level	Price (yearly)	Benefits
Governing Members	\$3,000+	<ul style="list-style-type: none"> All Symphony Society Gold benefits \$10 discount on additional Ovation reservations VIP Ticketing Concierge service Governing Members Lounge access (with complimentary beverages) and Comcast Lounge access (with 4 guests) Invitation to BSO's Annual Meeting and Reception Invitation to sit with musicians at On-Stage Open Rehearsals Valet parking at Strathmore
Governing Members Gold	\$5,000+	<ul style="list-style-type: none"> All Symphony Society Gold benefits Opportunity to host a BSO musician performance in member's home (at additional cost)
Maestro's Circle	\$10,000+	<ul style="list-style-type: none"> All Symphony Society Gold benefits Opportunity to dedicate a BSO concert in honor of the member or a loved one Invitation to annual Maestro's Circle Dinner
Founder's Circle	\$25,000+	<ul style="list-style-type: none"> All Symphony Society Gold benefits Invitation to sponsor a BSO Musician and attend special sponsor events
Legato Circle	Include the BSO in their estate plans	Not disclosed

Birmingham Royal Ballet (BRB Friends)



Membership Level	Price (yearly)	Benefits
Bronze	£55 (or discount if Direct Debit)	<ul style="list-style-type: none">• Priority booking at selected venues• Invitations to online supporters' events on Zoom• Access to digital archive• An exclusive programme of ticketed events• E-newsletters and annual supporters' magazine
Silver	£200 (or discount if Direct Debit)	<ul style="list-style-type: none">• All Bronze benefits• Enhanced priority booking• Invitation to an annual online round table with Director and CEO• Invitation to annual Season Launch
Gold	£500 (or discount if Direct Debit)	<ul style="list-style-type: none">• All Silver benefits• Highest level of priority booking• Acknowledgement of support on website, digital and printed programmes• Invitation to a studio rehearsal and drinks reception in Birmingham• Invitation to hospitality around all on-stage rehearsals in Birmingham and London (rehearsal ticket not included)

Birmingham Royal Ballet (Dancers' Circle)



Membership Level	Price (yearly)	Benefits
Artist	£1,220 (or discount if Direct Debit)	<ul style="list-style-type: none">• All Gold Friends benefits• Access to concierge ticket booking service• A programme of exclusive Dancers' Circle events in Birmingham and London• An invitation (with a guest) to the annual Dancers' Circle Christmas Party• Complimentary access to all on-stage rehearsals (Birmingham and London) and all studio rehearsals (Birmingham)• Invitations to all opening-night receptions in Birmingham and London (show tickets not included)
Soloist	£2,520 (or discount if Direct Debit)	<ul style="list-style-type: none">• All Artist benefits• A programme of Insight events in Birmingham and London, offering opportunities to meet artists and creatives• Invitations to see the Director lead classes at the Birmingham studios
Principal	£6,020 (or discount if Direct Debit)	<ul style="list-style-type: none">• All Soloist benefits• Tailored behind-the-scenes engagement with BRB• A dedicated member of the Development team for theatre-related queries (including booking hotels and restaurants)• Invitations to any post-show receptions in Birmingham or London

Carnegie Hall (Friends)



Membership Level	Price (yearly)	Benefits
Friend	\$100	<ul style="list-style-type: none">• Early Access to create own series• Early access to single tickets• Half-price ticket offers on selected Carnegie Hall presentations• Four complimentary passes to Open Working Rehearsals• Digital access to selected performances on Carnegie Hall+, new premium subscription channel• 10% discount from the shop and special monthly offers• Invitations to cocktail parties, discussions, and other member-appreciation events• Monthly e-newsletter• Discounts at nearby restaurants, parking garages, shops, hotels, and more
Fellow	\$150	<ul style="list-style-type: none">• All Friend benefits• Eight complimentary passes to Open Working Rehearsals
Associate	\$300	<ul style="list-style-type: none">• All Fellow benefits• Ten complimentary passes to Open Working Rehearsals• A complimentary tour (with a guest)• No booking fees for single tickets
Supporter	\$600	<ul style="list-style-type: none">• All Associate benefits• Twelve complimentary passes to Open Working Rehearsals• Priority reservation access to member appreciation events

Carnegie Hall (Friends - cont.d)



Membership Level	Price (yearly)	Benefits
Advocate	\$900	<ul style="list-style-type: none">• All Supporter benefits• Fourteen complimentary passes to Open Working Rehearsals• An invitation for two to An Evening of Music (two seats and two food/beverage vouchers)
Sustainer	\$1,500	<ul style="list-style-type: none">• All Sustainer benefits• Sixteen complimentary passes to Open Working Rehearsals• Behind-the-scenes tour of Carnegie Hall for two• Acknowledgement on Carnegie Hall's website and in each issue of the C Notes benefits guide

Carnegie Hall (Notables – under 40)



Membership Level	Price (yearly)	Benefits
Prelude	\$20	<ul style="list-style-type: none">• \$20 tickets to all presentations• Monthly e-newsletter
Supporter	\$500	<ul style="list-style-type: none">• All Prelude benefits• Four complimentary tickets to selected concerts• Two complimentary tickets to Annual Fall Event and to Annual Notable Occasion• Ten complimentary passes to Open Working Rehearsals• Access to member presales• Discounts at nearby restaurants, parking garages, shops, hotels, and more
Sustainer	\$1,000	<ul style="list-style-type: none">• All Supporter benefits• Discount tickets to gala benefits• Behind-the-scenes tour of Carnegie Hall• Fourteen complimentary passes to Open Working Rehearsals
Patron	\$2,000	<ul style="list-style-type: none">• All Sustainer benefits• Dedicated Patrons desk• Access to Patrons-only lounge• Complimentary dinner for two followed by a concert• Acknowledgement in each Playbill issue and in Annual Report• Twenty complimentary passes to Open Working Rehearsals

Carnegie Hall (Patrons)



Membership Level	Price (yearly)	Benefits
Carnegie Club	\$3,000	<ul style="list-style-type: none">• Complimentary dinner and concert for two• Patron Desk assistance and priority for seating upgrades• Access to Patrons-only lounge• Advance notice of season and special events• Acknowledgment in each Playbill issues and in Annual Report• Twenty complimentary passes to Open Working Rehearsals• Meet the Artists events
Carnegie Circle	\$6,500	<ul style="list-style-type: none">• All Carnegie Club benefits• Increased ticket priority• Invitation for two to audit a Professional Training Workshop for emerging artists
Artist's Circle	\$12,500	<ul style="list-style-type: none">• All Carnegie Circle benefits• Increased ticket priority• Invitation for two to private dinner and recital hosted by the Chairman
Chairman's Circle	\$15,000	<ul style="list-style-type: none">• All Artist's Circle benefits• Increased ticket priority• Non-disclosed benefits regarding Weill Recital Hall
Silver Circle	\$25,000	<ul style="list-style-type: none">• All Chairman's Circle benefits• Increased ticket priority• Non-disclosed benefits regarding Zankel Hall

Carnegie Hall (Patrons – cont.d, Explorers)



Membership Level	Price (yearly)	Benefits
Golden Circle	\$30,000	<ul style="list-style-type: none"> All Silver Circle benefits Increased ticket priority Opportunity to sponsor a Carnegie Hall concert in Stern Auditorium / Perelman Stage, with acknowledgment on the program page and a complimentary box of eight seats on the Blavatnik Family First Tier for the performance
Platinum Circle	\$50,000	<ul style="list-style-type: none"> All Golden Circle benefits Highest ticket priority Opportunity to sponsor a Carnegie Hall concert in Stern Auditorium / Perelman Stage, with acknowledgment on the program page and a complimentary box of eight seats on the Blavatnik Family First Tier for the performance, as well as an intimate post-concert champagne reception

Explorers	\$3,000 (first year, then \$5,000)	<ul style="list-style-type: none"> Complimentary invitation for two to the Annual Explorers Soirée, to a private dinner, followed by a concert, to a private musical performance and reception, and more events. Dedicated Patron Desk to arrange tickets and accommodate special requests Advance notice of season and special events Acknowledgment in each Playbill issues and in Annual Report Access to Patrons-only lounge
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Explorers are a vibrant group of music enthusiasts dedicated to exploring diverse musical genres in various settings

Donmar Warehouse



Membership Level	Price (yearly)	Benefits
Friend	£75 (or discount if Direct Debit) Or £85 (one-off donation)	<ul style="list-style-type: none">• Priority booking (two tickets per production)• No booking fees and three ticket exchanges per year• Dedicated line with Development team• Tailored e-newsletter and post announcements
Best Friend	£500	<ul style="list-style-type: none">• All Friend benefits• Priority booking ahead (four tickets per production)• Complimentary programme for each Donmar production attended• Acknowledgement on the Donmar website• An invitation (with a guest) to Play Introduction event once a year and a Script Conversations
Bronze Patron	£1,850	<ul style="list-style-type: none">• All Best Friend benefits• Two complimentary tickets for either Supporters-dedicated events (including drinks and reception) or swap to another date• A concierge ticket booking service for additional tickets (included sold-out productions)• An invitation (with a guest) to two Play Introduction event once a year and all Script Conversations• Invitation to additional events (Production Breakfast, community participation performance)• Acknowledgement on the screens in the foyer
Silver Patron	£3,250	<ul style="list-style-type: none">• All Bronze Patron benefits• Preferred seatings on Supporters' Evenings• Invitation to all Production Breakfasts• Invitation to additional events (Insight Event, Supporter's dinners – with a guest, at additional cost)

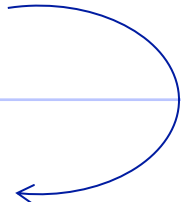
Donmar Warehouse (cont.d)



Membership Level	Price (yearly)	Benefits
Gold Patron	£6,500	<ul style="list-style-type: none">• All Silver Patron benefits• Two additional complimentary tickets to Supporters' Evenings (total of 4 per production) or swap to another date• Invitations to opening nights of West End transfers (at additional cost)• Invitations (with a guest) to Insight Events
Platinum Patron	£12,700	<ul style="list-style-type: none">• All Gold Patron benefits• Tailored experience• Direct relationship with the Artistic and Executive Directors• Invitations to exclusive Announcement Breakfasts• An invitation to watch all community participation and an opportunity to meet the Participation team and creatives• An invitation (with two guests) to the annual Artistic Director's Dinner

Garsington Opera

Membership Level	Price (yearly)	Benefits
GO≤35	£10	<ul style="list-style-type: none"> • Two tickets for £35 each • Priority booking • A half-price programme
GO≤35 Magnum	£20	<ul style="list-style-type: none"> • Four ticket for £45 each • Priority booking • A half-price programme
Affiliate	£25+	<ul style="list-style-type: none"> • Priority booking • Enrolment in waiting list to become Friend/Special Friend
Friend	£85+	<ul style="list-style-type: none"> • Priority to purchase four tickets over the season or eight tickets when attending three or more productions
Special Friend	£210+	<ul style="list-style-type: none"> • Priority to purchase ten tickets over the season or twelve tickets when attending three or more productions
Patron	£600+	<ul style="list-style-type: none"> • Priority to purchase fourteen tickets over the season or sixteen tickets when attending three or more productions
Constellation of Garsington	£1,800+	<ul style="list-style-type: none"> • Priority to purchase twenty-two tickets over the season or thirty tickets when attending three or more productions
Ingrams Circle	£5,750+	<ul style="list-style-type: none"> • Opportunity to meet creative teams • “Close association with our work” • “We welcome your requests of tickets across the season”



After 3 years as GO≤35, the member receives an invitation to upgrade to GO≤35 Magnum

LA Phil (Friends, REPRISE)



Membership Level	Price (yearly)	Benefits
Prelude	\$75+	<ul style="list-style-type: none">• 10% discount at the LA Phil Store and The Bowl Store• Exclusive access to the Friends helpline• Certificate for two complimentary seat cushions at the Hollywood Bowl – rental only
Sonata REPRISE 1919	\$150+ \$19/month	<ul style="list-style-type: none">• All Prelude benefits• One access to Invitational Rehearsal Series• Member Appreciation Days
Intermezzo REPRISE 360°	\$250+ \$30/month	<ul style="list-style-type: none">• All Sonata benefits• Two accesses to Invitational Rehearsal Series• Popcorn voucher
Rhapsody	\$500+	<ul style="list-style-type: none">• All Intermezzo benefits• Three accesses to Invitational Rehearsal Series• Acknowledgement on LA Phil websites• Eligibility to purchase Single Night Valet• VIP early ticket email notification• Two premium bench seat tickets to a concert at the Hollywood Bowl (selected concerts)
Scherzo	\$1,000+	<ul style="list-style-type: none">• All Rhapsody benefits• Four accesses to Invitational Rehearsal Series• Invitation to attend the Meet the Musicians event and reception• Behind-the-scenes tour of the LA Phil Archives

LA Phil (Friends, REPRISE – cont.d)



Membership Level	Price (yearly)	Benefits
Concertino	\$2,000+	<ul style="list-style-type: none"> All Scherzo benefits All accesses to Invitational Rehearsal Series Eligibility to purchase Donor Valet Parking Semi-annual acknowledgment in Performances magazine Opportunity to submit subscription seating upgrade/change requests with the Philanthropy Department – subject to availability

Membership Level	Price (monthly)	Benefits
REPRISE Encore	\$52	<ul style="list-style-type: none"> Three accesses to Invitational Rehearsal Series Member Appreciation Days Exclusive access to the Friends helpline Acknowledgement on LA Phil websites VIP early ticket email notification 10% discount at the LA Phil Store and The Bowl Store Certificate for two complimentary seat cushions at the Hollywood Bowl – rental only Popcorn voucher
REPRISE Centennial	\$100	<ul style="list-style-type: none"> All REPRISE Encore benefits Four accesses to Invitational Rehearsal Series Two premium bench seat tickets to a concert at the Hollywood Bowl (selected concerts) Behind-the-scenes tour of the LA Phil Archives

LA Phil (Patrons)



Membership Level	Price (yearly)	Benefits
Patron	\$3,500+	<ul style="list-style-type: none">• All Concertino benefits• One invitation to Artist Salon• One access to VIP Patron ticketing services• Complete access to Friends of the LA Phil Invitational Rehearsal Series• Gift certificate for a Hollywood Bowl picnic dinner• Monthly acknowledgment in Performances magazine and year-round on LA Phil websites
Contributing Patron	\$5,500+	<ul style="list-style-type: none">• All Patron benefits• Two invitations to Artist Salon• One access per season to VIP Patron ticketing services• Private tour of Walt Disney Concert Hall and/or the Hollywood Bowl (with three guests)
Supporting Patron	\$10,000+	<ul style="list-style-type: none">• All Contributing Patron benefits• Three invitations to Artist Salon• Year-round access to VIP Patron ticketing services
Music Visionary	\$15,000+	<ul style="list-style-type: none">• All Contributing Patron benefits• Four invitations to Artist Salon• Opportunity to underwrite the commissioning of new works (at additional cost)• Prominent recognition at Walt Disney Concert Hall and the Hollywood Bowl• Invitation to the Artist's Dinner featuring a world-renowned performer• Special invitations to intimate insider events• Host a private event on behalf of the LA Phil

Source: <https://www.laphil.com/support/membership/membership-levels-and-benefits?group=1>

LA Phil (Philharmonic Council)



Membership Level	Price (yearly)	Benefits
Music Visionary	\$15,000+	Also listed under “Patrons”
Artistic Champion	\$25,000+	<ul style="list-style-type: none">• All Music Visionary benefits• Invitation to join LA Phil Principal Concertmaster, for a private evening and performance• Special invitations to insider events• Founders status benefits (non-disclosed) with a four-year commitment
Creative Collaborator	\$50,000+	<ul style="list-style-type: none">• All Artistic Champion benefits• Invitation to join Music & Artistic Director for a private dinner and reception• Underwriting a single concert of choice• Priority invitations to join the LA Phil on tours• Founders status benefits (non-disclosed) with a two-year commitment
Innovative Partner	\$100,000+	<ul style="list-style-type: none">• All Creative Collaborator benefits• Invitation to a hosted private dinner for 4-6 with LA Phil Board Chair or CEO• Hosted private backstage tour• Founders status benefits (non-disclosed)• Access to three private dining rooms and parking privileges• Underwriting concerts

LA Phil (Junior Patrons)



Membership Level	Price (yearly)	Benefits
Junior Patron	\$75 for the first two child, \$25 each additional child	<ul style="list-style-type: none">• Commemorative item• 10% discount at the LA Phil Store and The Bowl Store• Member only experience for a Youth concert• Invitation to a Hollywood Bowl rehearsal, including refreshments• Acknowledgement in the Symphonies for Youth programs• Year-round acknowledgement on the LA Phil websites

London Symphony Orchestra (Friends, Pioneers)



Membership Level	Price (yearly)	Benefits
Supporter	£50-99	<ul style="list-style-type: none">• Priority booking for the LSO's Barbican concert season• Living Music magazine and Insight newsletter• Invitations to the annual series of LSO Insight events (at additional costs)• Access to premium seats for LSO Open Rehearsals (at additional costs)• Opportunities to volunteer with the LSO
Associate	£100-249	<ul style="list-style-type: none">• All Supporter benefits• Acknowledgement in LSO-produced programmes
Benefactor	£250-499	<ul style="list-style-type: none">• All Associate benefits• LSO Live CD
Ambassador	£500-1,249	<ul style="list-style-type: none">• All Benefactor benefits• Enhanced priority booking for LSO's Barbican concert season• Access for Ambassador and one guest to the LSO Members' Bar at one Barbican concert per season with opportunities to meet LSO musicians
Pioneers (under 45yo)	£600	<ul style="list-style-type: none">• Access to networking events for Pioneer and one guest• An invitation to a special performance by LSO musicians, invitations to evening open rehearsals for Pioneer and a guest• An invitation to the annual Opening Season Concert and receptions and An invitation to the annual party with the Orchestra (at additional costs)• Priority booking for the LSO's Barbican concert season• Acknowledgement in LSO-produced programmes

London Symphony Orchestra (Patrons, Artists' Circle)



Membership Level	Price (yearly)	Benefits
Bronze Patrons	£1,500-2,499	<ul style="list-style-type: none">• Enhanced priority booking for the LSO's Barbican concert season, with a personalised booking service• Access to premium seats for the LSO's London concert season• Invitations to:<ul style="list-style-type: none">• The LSO Season Opening reception, exclusive events and events dedicated to Patrons (dinners and parties)• Access to the annual series of LSO Insight events (at additional cost)• LSO's Living Music magazine• Acknowledgement in LSO-produced programmes
Silver Patrons	£2,500- 4,999	<ul style="list-style-type: none">• All Bronze benefits• An invitation to the annual Patrons' Chair Endow event, usually hosted in a private home, featuring an intimate recital by an LSO musician
Gold Patrons	£5,000- 9,999	<ul style="list-style-type: none">• All Silver benefits• Two VIP tickets for the LSO Season Opening at the Barbican• An opportunity to attend one LSO Artists Dinner
Diamond Patrons	£10,000-14,999	<ul style="list-style-type: none">• All Gold benefits• Attendance at the annual Season Preview Lunch
Artists' Circle	£15,000-29,999	<ul style="list-style-type: none">• All Diamond Benefits• Invitations to exclusive events and backstage access to soloists, conductors and LSO musicians• An annual season preview lunch with the LSO's Managing Director and LSO musicians

Opera Holland Park (Member)



Membership Level	Price (yearly)	Benefits
Silver	£90	<ul style="list-style-type: none">• £8 off tickets to featured productions (up to 8 tickets per production)• Priority booking, no booking fees and complimentary ticket exchange• Discounts and priority booking for events• 10% off at the theatre bar• £5 off every picnic table• £2 off programmes• Acknowledgement in programmes• Regular updates
Gold	£185	<ul style="list-style-type: none">• All Silver benefits• Advance priority booking• Invitation (with a guest) to a dress rehearsal of choice
Envoy	£375	<ul style="list-style-type: none">• All Gold benefits• Highest priority booking (among Members)• Complimentary drinks at private bar (with three guests)• Invitations to exclusive events (including Post-show drinks)• Acknowledgement in programmes and on website

Opera Holland Park (Supporter)



Membership Level	Price (yearly)	Benefits
Ambassadors	£1,750	<ul style="list-style-type: none">• All Envoy benefits• Priority booking (ahead of Members)• Two complimentary tickets to a private performance and a pre-show reception ahead of the Season opening• Invitations to two receptions with the company and creative teams• Acknowledgement in programmes, on website and at the theatre
Benefactor	£5,500	<ul style="list-style-type: none">• All Ambassadors benefits• Invitations to meet casts and creatives, attend working rehearsals and sitzprobes• Advance priority booking
Jubilee Society	£10,000	<ul style="list-style-type: none">• Acknowledgement in perpetuity in communications and programme books (or complete anonymity)• Personalised, discreet and dedicated support from development team• Annual Jubilee Society dinner with music from principal artists• Enhanced and personalised access to The Ensemble and to cast and post-show events• Enhanced and personalised access and insight to the creative process• Invitations to special events as a guest of the company, including two tickets to a First Night performance• Highest priority on booking tickets• Several tickets reserved for each performance for last-minute booking

Royal Opera House (Friends)



Membership Level	Price (yearly)	Benefits
Young Friend (16-30yo)	£72	<ul style="list-style-type: none">• Season priority booking• One rehearsal ticket (+ 3 more on a later date if available)• Quarterly Royal Opera House Magazine, annual Season Guide and fortnightly e-newsletter• 10% discount at the ROH Shop in store and online
Friend	£118	<ul style="list-style-type: none">• Same as Young Friend
Friend+	£220	<ul style="list-style-type: none">• All Friend benefits• Early season priority booking• Two rehearsal ticket (+ 2 more on a later date if available)
Supporting Friend	£528	<ul style="list-style-type: none">• All Friend + benefits• Advance season priority booking• Acknowledgement on ROH website
Premium 1 Friend	£1,420	<ul style="list-style-type: none">• All Supporting Friend benefits• Enhanced season priority booking
Premium 2 Friend	£2,650	<ul style="list-style-type: none">• All Premium 1 Friend benefits• Highest level of season priority booking• Four rehearsal ticket

Royal Opera House (Patrons)



Membership Level	Price (yearly)	Benefits
First Night Patron	Not disclosed	<ul style="list-style-type: none">• Two or four top-price seats for every first night or any other night of choice• First Night and Season Patrons celebratory annual event
Season Patron	Not disclosed	<ul style="list-style-type: none">• Two or four seats in the Orchestra Stalls or Grand Tier, or a private Grand Tier Box or Grand Tier Best Box (four seats), on a chosen night each week• First Night and Season Patrons celebratory annual event

Tailored Packages

In addition, all patron memberships enjoy:

- Priority booking for up to four tickets for any performance and up to two tickets for rehearsals and Insights
- A dedicated box office with personal service and flexibility (exchanges and returns)
- Waiting list for sold out performances
- Priority booking on dining areas
- 10% discount in the ROH shop
- Invitations to events (e.g., Season Launch, Season Welcome, pre-performance drinks)
- Annual Season Guide, quarterly magazine and e-newsletter

In addition:

All benefits can be purchased separately by non-Patrons

Shakespeare's Globe (Friend)



Membership Level	Price (yearly)	Benefits
Friend	£50 (UK) £75 (international)	<ul style="list-style-type: none">• Priority booking• 10% discount to enjoy at the Globe Shop and bar/restaurant• Free ticket exchange available up to four weeks before• 20% discount off tickets to selected education events• E-newsletter and Globe Magazine (in print)• Access to a digital Members' Room
Best Friend	£200	<ul style="list-style-type: none">• All Friend benefits• Advance priority booking• Access to tickets for sold out performances up until four weeks before• One complimentary ticket to the Globe Story & Tour• Acknowledgement in a programme• Supporting The Globe's charitable work

Friend membership only pays for the benefits, while Best Friend includes a donation

All Friend memberships (international included) can be bought as gifts.

Shakespeare's Globe (Patron)



Membership Level	Price (yearly)	Benefits
Scribe's Circle	£500	<ul style="list-style-type: none">• All Best Friend benefits• Personalised booking via the Membership Office• Access to tickets for sold out performances up until three weeks before• Advance priority booking for all theatre seasons• Acknowledgement in all Globe programmes• Complimentary programme for every performance attended• Subscription to Globe Player
Illustrator's Circle	£1,250	<ul style="list-style-type: none">• All Scribe's Circle benefits• Access to tickets for sold out performances up to 48 hours before• Invitations to special Patrons' events including pre-show drinks receptions around a production• Acknowledgement in the foyer
Printer's Circle	£2,500	<ul style="list-style-type: none">• All Illustrator's Circle benefits• Invitations to Creative Insight events, meeting the creative teams• Invitations to overseas events
First Folio Circle	£5,000	<ul style="list-style-type: none">• All Printer's Circle benefits• Opportunity to meet the executives (including Artistic Director and CEO) over afternoon tea.• Invitation to attend selected press night performances and post-show party during the Globe summer season• Private behind the scenes tour of the Globe (with three guests) including viewing the First Folio• Opportunity to attend dress rehearsals in the Globe Theatre

The Kennedy Centre (Member)



Membership Level	Price (yearly)	Benefits
Associate Member	\$75	<ul style="list-style-type: none"> • Access to Digital Stage+ (streaming site) • Priority booking • 10% discount at bar, restaurant and gift shops and discounts in selected restaurants in the area • E-newsletter and in-print magazine • Discounts on education and engagement programming
Contributor Member	\$180	<ul style="list-style-type: none"> • All Associate benefits • Access to members-only lounges • Four parking discount coupons • An invitation (with a guest) to a “Curtain up” theatre event and to an NSO working rehearsal
Partner Member	\$350	<ul style="list-style-type: none"> • All Contributor benefits • An invitation (with a guest) to a “Meet the conductor” event, to a tour of the Costume Studio, to a ballet/dance working rehearsal • Two invitations (with a guest) to an NSO working rehearsal
Sponsor Member	\$700	<ul style="list-style-type: none"> • All Partner benefits • Reduced service fees on purchases for performances • Eligibility to use the Preferred Access Ticket Line for ticket purchases and priority waitlist for two tickets to the Kennedy Center Honors • An invitation (with a guest) to a Backstage Experience and to the President’s Annual Meeting • Three invitations (with a guest) to an NSO working rehearsal • Access to a reserved seating section for WNO’s Opera in the Outfield®

The Kennedy Centre (Member – cont.d)



Membership Level	Price (yearly)	Benefits
Principal Member	\$1,000	<ul style="list-style-type: none">• All Sponsor benefits• Voucher for a collectible Kennedy Center souvenir cup• Priority invitations to purchase event passes to major Special Events at the Kennedy Center (including July 4th Celebration)• Four invitations (with a guest) to an NSO working rehearsal

The Kennedy Centre (Circle)



Membership Level	Price (yearly)	Benefits
Patron Circle Member	\$1,800	<ul style="list-style-type: none">• All Principal benefits• Access Circles Lounges• Eligibility to use the Preferred Access Ticket Line, connecting with a senior Box Office staff person• Priority booking and reduced service fees• Acknowledgement in the donor program for all performances• Priority access to purchase tickets to events and galas and to reserve at Restaurant Special Events• Invitations (with a guest) to Circles Signature Events, to the President’s Annual Meeting, to a WNO Dress Rehearsals• Priority seating in the Roof Terrace Restaurant• Special rates and discounts at Washington-area hotels and restaurants• An invitation for you and a guest to a WNO Dress Rehearsal
NSO Patron Circle Members		<ul style="list-style-type: none">• All Patron Circle benefits• An exclusive annual CD recording of the NSO• An invitation (with a guest) to the Annual NSO Circles Reception with NSO Musicians and guest artists
WNO Patron Circle Members		<ul style="list-style-type: none">• All Patron Circle benefits• Invitations (with a guest) to all WNO dress rehearsals• Invitations (with a guest) to WNO group backstage tours• Access to reserved seating section at Opera in the Outfield ®

The Kennedy Centre (Circle – cont.d)



Membership Level	Price (yearly)	Benefits
Golden Circle Member	\$4,000	<ul style="list-style-type: none"> • All Patron Circle benefits • Two invitations (with a guest) to post-performance events • Two invitations (with a guest) to a WNO Dress Rehearsal • The ability to purchase tickets through the Circles Concierge Service without booking fees—including prime orchestra seats (up to four)
Kennedy Center Golden Circle Member		<ul style="list-style-type: none"> • All Golden Circle benefits • Four invitations (with a guest) to post-performance events
NSO Golden Circle Member		<ul style="list-style-type: none"> • All Golden Circle benefits • Exclusive archival digital access to NSO program notes • One complimentary Post-Concert Reception (with a guest) with guest artists and NSO musicians • An invitation (with a guest) to one Behind the Baton event, featuring a backstage tour of the Concert Hall
WNO Golden Circle Member		<ul style="list-style-type: none"> • All Golden Circle benefits • Invitations (with a guest) to WNO Director’s Dialogues

The Kennedy Centre (Circle – cont.d)



Membership Level	Price (yearly)	Benefits
Producer Circle Member	\$6,000	<ul style="list-style-type: none">• All Golden Circle benefits• Three invitations (with a guest to a WNO Dress Rehearsal)• An invitation (with a guest) to one Insider Event, including dinner and a conversation with prominent guest artists in an intimate setting• Eligibility to rent private event spaces within the Kennedy Center• Access to an exclusive, Circles-only parking section
NSO Producer Circle Member		<ul style="list-style-type: none">• All Producer Circle benefits• An invitation (with a guest) to attend Onstage with the NSO, including a reception and the opportunity to sit on stage with musicians during an NSO Rehearsal
WNO Producer Circle Member		<ul style="list-style-type: none">• All Producer Circle benefits• Invitations to select WNO technical rehearsals and orchestra reads

The Kennedy Centre (Circle – cont.d)



Membership Level	Price (yearly)	Benefits
Ambassador Circle Member	\$10,000	<ul style="list-style-type: none">• All Producer Circle benefits• Four invitations (with a guest to a WNO Dress Rehearsal• Two invitations (with a guest) to Insider Events• An advance invitation (with a guest) to Kennedy Center Honors (at additional cost)• Acknowledgement in Kennedy Center Honors Commemorative Book
Kennedy Center Ambassador Circle Member		<ul style="list-style-type: none">• All Ambassador Circle benefits• Eligibility to request a private, behind the scenes tour (any theatre)
NSO Ambassador Circle Member		<ul style="list-style-type: none">• All Ambassador Circle benefits• Eligibility to request a private tour of the Concert Hall
WNO Ambassador Circle Member		<ul style="list-style-type: none">• All Ambassador Circle benefits• Invitation (with a guest) to the Cafritz Young Artists post-performance reception

The Kennedy Centre (Circle – cont.d)



Membership Level	Price (yearly)	Benefits
Chairman Circle Member	\$15,000	<ul style="list-style-type: none">• All Ambassador Circle benefits• Five invitations (with a guest to a WNO Dress Rehearsal• Exclusive seating priority at all Kennedy Center Benefit Events and Galas• Discounted rental rates on select spaces within the Kennedy Center
Kennedy Center Chairman Circle Member		<ul style="list-style-type: none">• All Chairman Circle benefits• An invitation (with two guests) to one post-performance event of choice
NSO Chairman Circle Member		<ul style="list-style-type: none">• All Chairman Circle benefits• Four complimentary tickets to a classical concert of choice• The opportunity (with two guests) to sit onstage for a rehearsal of choice
WNO Chairman Circle Member		<ul style="list-style-type: none">• All Chairman Circle benefits• Invitations (with a guest) to WNO opening night post-performance receptions

The Kennedy Centre (Circle – cont.d)



Membership Level	Price (yearly)	Benefits
Artist Circle Member	\$25,000	<ul style="list-style-type: none">• All Chairman Circle benefits• VIP Reserved Seating at all Dress Rehearsals and Working Rehearsals• An advance invitation (with three guests) for the Kennedy Center Honors (at additional cost)• If attending the Honors, a complimentary invitation for the host couple to attend the Chairman's Honorees Luncheon• The opportunity to have the donation publicly acknowledged in conjunction with a performance of choice
Kennedy Center Artist Circle Member		<ul style="list-style-type: none">• All Artist Circle benefits• The opportunity to observe a private rehearsal of a Kennedy Center production
WNO Artist Circle Member		<ul style="list-style-type: none">• All Artist Circle benefits• Invitation to VIP reception at Opera in the Outfield®
Benefactor Gifts	\$50,000+	<ul style="list-style-type: none">• Variable benefits based on giving (not disclosed)

The Old Vic

Membership Level	Price (yearly)	Benefits
OV Advance	£65-499	<ul style="list-style-type: none">• Dedicated booking line• Priority booking (with restrictions) and no booking fees• Announcements and updates• Some dedicated events
OV Evolve	£500-1,499	<ul style="list-style-type: none">• All OV Advance benefits and more dedicated events than OV Advance• Recognition of support online and in print• Invitation (with a guest) to a supporters reception

The Old Vic (cont.d)

Membership Level	Price (yearly)	Benefits
OV Discover	£1,500-2,999	<ul style="list-style-type: none">• All OV Evolve benefits and more dedicated events than OV Evolve,• Priority booking to Q&As and talks• Personalised booking service through the Development Office• Eight complimentary tickets• Opportunity to purchase up to two tickets for sold out productions• Invitation (with a guest) to four special supporters' receptions and two Backstage Notes• Recognition of support online, in print and on the front of house board• Recommendations around pre-theatre entertainment (at additional costs)
OV Thrive	£3,000-5,999	<ul style="list-style-type: none">• All OV Discover benefits and most dedicated events• Twelve complimentary tickets• Invitation (with a guest) to two opening nights and a supper with casts and creatives• Pre-show and interval drinks pre-ordering• Education & Community workshops and masterclasses
OV Innovate	£6,000-11,999	<ul style="list-style-type: none">• All OV Thrive benefits and all dedicated events• Opportunity to purchase up to four tickets for sold out productions• Invitation (with a guest) to six opening nights and two suppers with casts and creatives• Complimentary programmes
OV Vision	£12,000-24,999	<ul style="list-style-type: none">• All OV Innovate benefits• Opportunity to purchase up to six tickets for sold out productions• Invitation (with a guest) to two suppers with casts and creatives and to Annual Exchange of Ideas (with Artistic and Executive Director)

Source: <https://www.oldvictheatre.com/support/membership/>

The Public Theatre (Supporters)



Membership Level	Price (yearly)	Benefits
Illyria	\$100	<ul style="list-style-type: none">• One supporter rate ticket per Astor Place production, no booking fees and free ticket exchanges• Priority access• Invites to member Town Halls and roundtable• Dedicated donor services via Supporter desk phone or email• 20% discount on food and drinks• 10% discount on merchandising• E-newsletter• Acknowledgement on website
Verona	\$180	<ul style="list-style-type: none">• All Illyria benefits• Two supporter rate ticket per Astor Place production
Troy	\$300	<ul style="list-style-type: none">• All Verona benefits• Invite (with a guest) to Inside the Public: Conversations with Casting, Production, Etc• Priority access to tickets for select Joe's Pub performances
Windsor	\$500	<ul style="list-style-type: none">• All Troy benefits• Invite (with a guest) to Annual Breakfast with Public Theater Executive Leadership
Arden	\$1,250	<ul style="list-style-type: none">• All Windsor benefits• Four supporter rate ticket per Astor Place production

The Public Theatre (Young Partners, under 45)



Membership Level	Price (yearly)	Benefits
Young Advocate	\$600	<ul style="list-style-type: none"> All Arden supporters benefits Invitation to the annual Young Partner celebration Two partner rate ticket per Astor Place production, no booking fees and free exchanges Two invites to Inside the Public: Conversations with Casting, Production, Etc Invitations to Young Partners happy hours Dedicated donor services via Partner desk phone or email
Young Leader	\$1,250	<ul style="list-style-type: none"> All Young Advocate benefits Two complimentary tickets to the Astor Place Season of musicals and plays
Young Shiva	\$3,000	<ul style="list-style-type: none"> All Young Leader benefits Six complimentary tickets to the Astor Place Season of musicals and plays (up to two per production) Invite (with a guest) to Young Partner Evenings Invite (with a guest) to Joe's Pub Partner Night
Young Martinson	\$5,500	<ul style="list-style-type: none"> All Young Shiva benefits Eight complimentary tickets to the Astor Place Season of musicals and plays (up to two per production) Invite (with a guest) to Young Partner Dinners Invite (with a guest) for Group Tours of 425 Lafayette & 440 Studios
Young Anspacher	\$8,000	<ul style="list-style-type: none"> All Young Martinson benefits Ten complimentary tickets to the Astor Place Season of musicals and plays (up to two per production) Two invites (with a guest) to Young Partner Evenings Two invites (with a guest) to Mobile Unit Partner Evening

The Public Theatre (Young Partners, under 45 - cont.d)



Membership Level	Price (yearly)	Benefits
Young Newman	\$10,000	<ul style="list-style-type: none">• All Young Anspacher benefits• Twelve complimentary tickets to the Astor Place Season of musicals and plays (up to four per production)• Two invites (with a guest) to Young Partner Dinners• Access to select Opening Night performances in the Astor Place Season• Access to Broadway Concierge Service
Young LuEsther	\$15,000	<ul style="list-style-type: none">• All Young Newman benefits• Fourteen complimentary tickets to the Astor Place Season of musicals and plays (up to four per production)• Option to give one \$3,000 Partnership to a friend, family member, or colleague

The Public Theatre (Partners)



Membership Level	Price (yearly)	Benefits
Shiva	\$3,000	<ul style="list-style-type: none">• All Arden supporters benefits• Six complimentary tickets to the Astor Place Season of musicals and plays (up to two per production)• Two partner rate ticket per Astor Place production, no booking fees and free exchanges• Two invites to Inside the Public: Conversations with Casting, Production, Etc• Invite (with a guest) to Partner Evenings• Two invites to Annual Breakfast with Public Theater Executive Leadership• Dedicated donor services via Partner phone or email
Martinson	\$5,500	<ul style="list-style-type: none">• All Shiva benefits• Eight complimentary tickets to the Astor Place Season of musicals and plays (up to two per production)• Two invites (with a guest) to Partner Evenings• Two invites (with a guest) for Group Tours of 425 Lafayette & 440 Studios
Anspacher	\$8,000	<ul style="list-style-type: none">• All Martinson benefits• Ten complimentary tickets to the Astor Place Season of musicals and plays (up to two per production)• Invite (with a guest) to Partner Dinners• Two invites (with a guest) to Mobile Unit Partner Evening
Newman	\$10,000	<ul style="list-style-type: none">• All Anspacher benefits• Twelve complimentary tickets to the Astor Place Season of musicals and plays (up to four per production)• Invite (with a guest) to Partner Dinners• Access to Broadway Concierge Service providing access to Broadway House Seats

The Public Theatre (Partners – cont.d)



Membership Level	Price (yearly)	Benefits
LuEsther	\$15,000	<ul style="list-style-type: none">• All Newman benefits• Fourteen complimentary tickets to the Astor Place Season of musicals and plays (up to four per production)• Two invites (with a guest) to Partner Dinners• Option to give one complimentary Shiva Partnership to a friend, family member, or colleague

The Public Theatre (Producers Council)



Membership Level	Price (yearly)	Benefits
Sponsor	\$25,000	<ul style="list-style-type: none">• Dedicated customer service and personalized ticket handling from the Partners Desk• No fees on purchases or exchanges, priority access to tickets before the general public, and access to prime seating locations• Fourteen complimentary tickets to the Astor Place Season of plays and musicals (up to 4 per production)• Opportunity to purchase 2 additional Partner Rate tickets to each Astor Place production• Eligibility for The Public's Broadway Concierge Service,• Invitations to select Astor Place Opening Night performances• Invitations to 2 Astor Place Partner Dinners• Invitations to ALL Partner Evenings, including the Mobile Unit and Joe's Pub Partner Nights• Invitations to Public Theater Townhalls and Inside The Public series events• Invitation to the Annual Breakfast with Public Theater Executive Leadership• Access to scripts for select Public Theater productions in the current season• Opportunity to designate your support toward specific Public Theater programming• Option to participate in special interest councils• Acknowledgement in printed Playbills and on the website• Private tour of The Public Theater's flagship Astor Place building or Public Studios rehearsal space• Option to gift one complimentary Shiva Partnership• 20% Discount on food and drink• 10% Discount on merchandise• E-newsletter

The Public Theatre (Producers Council)



Membership Level	Price (yearly)	Benefits
Benefactor	\$50,000+	<ul style="list-style-type: none">• All Sponsor benefits• Option to sponsor an Astor Place production, artist residency program, or playwright commission• Access to select private readings, workshops, and rehearsals• Invitations to intimate Salon Events, hosted in private homes and other special locations, featuring a performance or conversation with Public Theater artists
Ambassador	\$75,000+	<ul style="list-style-type: none">• All Benefactor benefits• Eligibility for a Public Gratitude Night, a personalized evening to thank Ambassadors for their support, including 8 complimentary tickets to an Astor Place production of choice and special on-site recognition• Opportunity to reserve an additional pair of tickets for select Astor Place Opening Night performances
Visionary	\$100,000+	<ul style="list-style-type: none">• All Ambassador benefits• Eligibility for an enhanced Public Gratitude Night, including 12 complimentary tickets to an Astor Place production of choice, on-site recognition, and a post-show champagne toast• Digital recognition on monitors in the Astor Place lobby

The Young Vic (Friend)

Membership Level	Price (yearly)	Benefits
Friend	£50 (or discount if Direct Debit)	<ul style="list-style-type: none">• Priority booking and dedicated line to box office• Access to best seats• Monthly e-news
Good Friend	£150 (or discount if Direct Debit)	<ul style="list-style-type: none">• All Friend benefits• Invitation to a Special Event

The Young Vic (Soul Mate and Upper Circle)

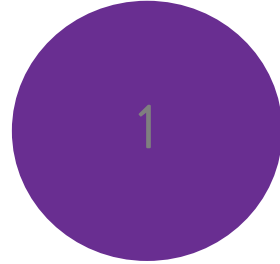
Membership Level	Price (yearly)	Benefits
Soul Mate	£500-1,499	<ul style="list-style-type: none">• Advanced booking• An invitation (with a guest) to an annual Soul Mates event• Acknowledgement on website• Regular e-newsletter
Soul Mate	£1,500-2,499	<ul style="list-style-type: none">• All above benefits• Access to house seats• Advanced and direct booking line through the Development Team• An invitation (with a guest) to one Main House Opening Night• Acknowledgement on donor board and in annual review• Invitations to additional events (at additional costs)
Soul Mate	£2,500-4,999	<ul style="list-style-type: none">• All above benefits• An invitation (with a guest) to Opening Night of choice• A private, backstage tour of the Young Vic (with three guests)• The opportunity to earmark the gift towards a specific project or production
Soul Mate	£5,000-9,999	<ul style="list-style-type: none">• All above benefits• An invitation (with a guest) to additional Young Vic opening nights (up to six in total)• An invitation to Annual Artistic Director's Lunch• Invitations to Young Vic UK and overseas trips (at additional costs)
Upper Circle	£10,000+	<ul style="list-style-type: none">• Special events and invitations (not disclosed in detail)

Van Gogh Museum



Membership Level	Price (yearly)	Benefits
Sunflower Circle	€1,000	<ul style="list-style-type: none">• Unlimited access for two people to the Van Gogh Museum and The Mesdag Collection• Invitations to exhibition openings at the museum• Invitation to the annual Sunflower Circle evening• Acknowledgement in the Annual Report, if desired• A copy of the catalogue of the exhibition to which the circle contributed• 10% discount in the Museum Shop and webstore
Theo Van Gogh Circle	€5,000	<ul style="list-style-type: none">• All Sunflower Circle benefits• The annual Vincent's Dinner• The Van Gogh Museum reception at TEFAF• All exhibition catalogues• An annual art trip organised by the museum (at additional cost)• An exclusive breakfast with a junior researcher, curator or conservator.
Yellow House Circle	€15,000	<ul style="list-style-type: none">• All Theo Van Gogh Circle benefits• An annual Yellow House Circle art trip, accompanied by the director and a senior curator• The annual Yellow House Circle Dinner, in the museum next to a Van Gogh masterpiece• Previews of new acquisitions• Invitations to international art fairs• Previews and private guided tours by the directors or a curator• Access to the museum's expertise• All exhibition catalogues and other publications

Report Outline



Membership Programmes



**Insights from previous
research**

Our Analysis Shows Three Donor Types



Benefits-Driven

Primary Motivations:

- Access to benefits
- Access to network of donors
- Tax write-off

31% of donors



Arts Lovers

Primary Motivations:

- Love of the art
- Support a specific arts organization
- Support cultural vibrancy

38% of donors



Community Donors

Primary Motivations:




- Support projects
- Support community activities
- Support friends and family
- Build or continue a legacy
- Access network of donors

31% of donors

The 12 motivations provided were: (1) Love of the art; (2) Support specific arts org; (3) Support projects; (4) Support cultural vibrancy; (5) Support community activities; (6) Support friends and family; (7) Societal obligation to give back; (8) Access a network of donors; (9) Access benefits; (10) Build or continue a legacy; (11) Tax write-off; (12) Other

Comprehensive Breakdown of Donor Segments

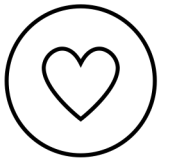
Every donor segment is technically defined by all 12 motivations asked*, with each motivation loading into the segment at a different strength.

	Benefits-Driven		Arts Lovers		Community Donors
Access benefits	0.71	Love of the art	0.63	Support projects	0.52
Access a network of donors	0.46	Support specific arts org	0.59	Support community activities	0.50
Tax write-off	0.35	Support cultural vibrancy	0.51	Support friends and family	0.47
Build or continue a legacy	0.27	Support community activities	0.34	Build or continue a legacy	0.45
Support projects	0.22	Societal obligation to give back	0.31	Access a network of donors	0.42
Support friends and family	0.09	Build or continue a legacy	0.11	Societal obligation to give back	0.34
Societal obligation to give back	0.07	Support projects	0.09	Support cultural vibrancy	0.27
Love of the art	0.07	Access a network of donors	0.06	Tax write-off	0.10
Support cultural vibrancy	0.05	Tax write-off	0.04	Access benefits	0.09
Support specific arts org	0.00	Access benefits	0.00	Love of the art	0.03
Support community activities	0.00	Support friends and family	-0.02	Support specific arts org	0.00

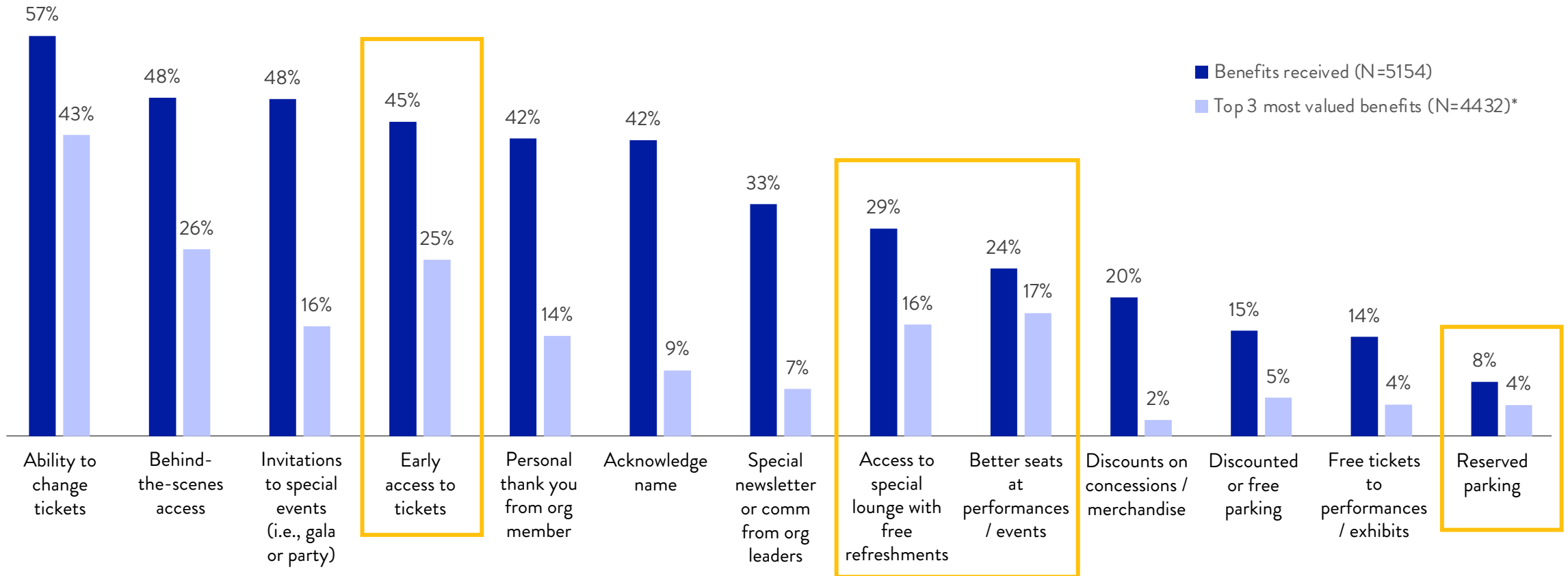
*Note: the "Other" motivation choice was removed to keep the analysis as consistent as possible, so only the 11 motivations listed here were used to create the segments

**Color Scheme: Dark green (≥ 0.5), light green (0.3-0.49), yellow (0.1-0.3), orange (0.03-0.09), red (< 0.03)

Ticket and Behind-the-Scenes Benefits Most Valued



Benefits Received v. Most Valued Benefits from the Arts Org



*Note: 5% of donors answered that they receive no benefits and 9% answered that they don't know what benefits they receive so did not answer this question



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Further Reading: ABA Proprietary Research



[Redefining the Donor Value Proposition](#)

Note: the above research is accessible to ABA members only.