



# THE BROADWAY LEAGUE®



MEMBERSHIP GUIDE

# membership

## Why should I be a Member of The Broadway League?

The League's membership includes theatre owners and operators, producers, presenters, and general managers in hundreds of North American cities, as well as suppliers of goods and services to the Broadway industry.

### Our Mission

- To oversee and support common interests and a sense of community among our members, while still addressing the unique needs of each one
- To increase awareness of, and interest in, Broadway theatregoing across North America
- To provide a full range of programs and services so that our members can produce theatre more profitably
- To strengthen the brand identity of Broadway as a national industry



## Members enjoy a variety of benefits, including:

- Networking
- Conferences and Forums
- Research
- Professional Development
- Labor and Employee Benefits
- Member Communications
- Government Relations
- Educational Programs and Grants
- Marketing Support
- Mentorship
- Events and Programs
- Audience Development
- Promotions and Sponsorships
- Product Awareness Programs
- Travel Discounts
- Publications
- Broadway Community Resources
- Diversity Initiatives
- Road Awards and Honors
- Sponsorship Acquisition Support
- Hospitality Programs for VIPs



**We listen to you. In all of our programs and services, we are dedicated to improving our members' business.**

# networking & professio

## You want networking and professional development?

- Annual Meeting
- Holiday Party and events
- Winter Road Meeting
- Conferences and Forums
- Rising Stars Professional Development Program for emerging leaders
- Seminars and other professional development events
- Committee participation
- Town Hall conference calls and webinars for you and your staff
- Mentoring

**We put you together with the people you want to meet, to discuss the topics that matter to you most.**



# nal development

## The changing face of the industry

The League is dedicated to working with our colleagues in the industry to insure that our offices reflect the demographics of our country and that diverse young professionals and students in college and high school have an opportunity to learn about careers in the arts.

- **League/ATPAM Diversity Initiative**
  - College students around the country paired with local Touring Broadway venues shadow Touring Broadway company managers for a week-long intensive
  - Unique opportunity to gain an in-depth look behind the scenes of managing a Touring Broadway production on the Road
- **Fellowship Program**
  - Designed to give the next generation of theatre professionals hands-on experience working on a Broadway or Touring Broadway production
- **Broadway Speakers Bureau®**
  - Promoting opportunities in non-performance careers in commercial theatre to high school and college students
- **High School Broadway Management Diversity Initiative**
  - New York City public high school students connect with general managers, press agents, marketing and advertising staff, etc.
  - Students learn components of mounting and maintaining a Broadway production



# development

**In everything we do, we connect with the consumer to support our members' ticket-selling efforts.**

- **Viva Broadway** – builds bridges with Latino audiences
- **Kids' Night on Broadway**® – invests in new generations of audiences nationwide, and helps sell tickets during winter months in NYC
- **The Broadway Fan Club** – monthly newsletter and weekly show offers sent to national fan-base of nearly 100,000
- **Broadway Week** (with NYC & Company) – supports ticket sales in NYC during weak box office periods

**We harness the power of our fans to generate excitement about your shows.**



From left: Participants of KNOB 2017; Todrick Hall with a participant at KNOB 2017; Emilio Estefan, Gloria Estefan, and Nick Scandalios at a Viva Broadway event

# & engagement

## Education and Engagement Initiatives

We support Broadway and Touring Broadway through funding and creating programs designed to develop, cultivate, and enrich audiences of all ages nationally.

- **Broadway Bridges** – a new initiative which aims to ensure every New York City public high school student attends a Broadway production before graduation
- **Jimmy® Awards** – impacts over 80,000 students annually who participate in high school musical theatre competitions sponsored by over 30 professional League member theatres throughout the US.
- **Family First Nights®** – national audience development program encouraging economically at-risk families to regularly attend theatre
- **Grants** – supporting members' education and community engagement programs in NYC and across the country
- **Educator Apple Awards** – honoring schools and community groups that partner with League-member education programs

**We help our members reach out to their communities.**



Participants of the 2016 Jimmy Awards in Times Square; 2017 Jimmy Award Winner Sofia Deler

# awareness

## **We communicate with you — how you want it!**

We keep our Members informed in the way you want it. In a crowded information marketplace, we offer communications tools to give you pertinent news on a consistent basis.

- Member Website
  - Upcoming Broadway events and opening nights
  - Research and trends in the field
  - League activities
- The Flash: Monthly e-newsletter targeted to NYC and Road Members
- Annual Meeting – with reports from all standing committees
- Digital Membership Directory
- Digital Resource Guide
- Annual Report
- Communications about labor negotiations and government relations efforts
- Tumblr blogs, special apps, and social media channels

## **We keep you informed about all things Broadway.**







## Together we work to raise Broadway's profile and get the word out about shows.

- National PR for Broadway
- Spotlight on Broadway (with the NYC Mayor's Office of Media and Entertainment)
- Fathom Events partnership brings video trailers for shows into cinemas
- Broadway news/ticketing data feed for members to embed in digital media
- Media support to local presenters
- Publicity for the industry in on-line, print, and broadcast media
- PSAs featuring top-level talent and notable cultural figures

**Join us in keeping Broadway at the top of the consumers' entertainment choices.**

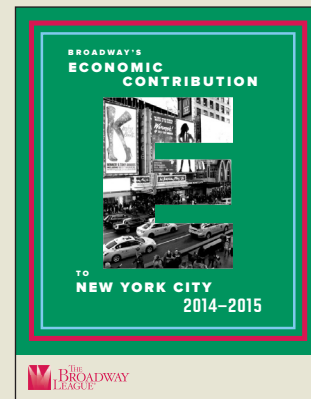
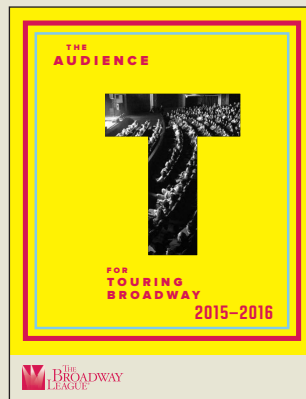
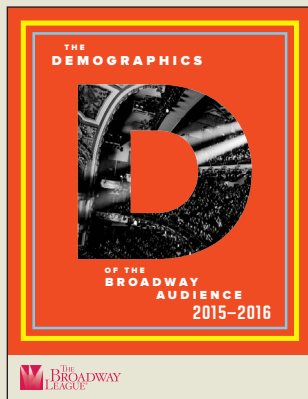
# research

## All about Broadway on stage, behind the scenes, and in the audience

Research supports our marketing, lobbying, and sponsorship efforts.

- Weekly and annual grosses reporting for New York and National Tours
- Internet Broadway Database (IBDB.com)
- Annual New York Demographic Report
- New York and Touring Economic Impact Reports
- Biennial Demographic Report for the Road
- Customized audience surveys
- Miscellaneous research

**What else do you want to know? We can find out.**



# Negotiating and administering your labor contracts and providing stewardship of our industry's employee benefit funds

## **New York City**

- Negotiations with 15 theatrical unions on 17 union contracts, covering virtually all theatrical employees on Broadway and in Touring Broadway
- Guidance from experienced, in-house labor relations counsel/staff that is results-oriented and focused on your business
- Contractual provisions with various industry unions that are preferential to those to which non-League members have access
- Daily counsel to members on individual issues
- Cost certainty throughout the industry
- Grievances and arbitrations of industry-wide significance handled by the League
- Collective management of all benefit funds
- The Labor Committee—providing guidance, advice, and stewardship

## **The Road**

- National agreements benefitting the Road
- Counsel focused on touring theatre
- Guidance for Presenters on local labor issues

## **Employee Health & Retirement Benefits**

- Coordinated trustee oversight on 11 pension funds, 6 health funds and 5 annuity/401(k) funds
- Stewardship of over \$6.5 billion pension and health fund assets
- General guidance on employee benefit issues, including advice on the Affordable Care Act and pension reform, among other matters

labor

# government

## Advocating for you at City Hall, your State Capitol, and in Washington, D.C.

- Legislative consultants working on behalf of member interests at national, state, and local levels
- Regular Government Relations newsletters
- Road Lobbying Toolkits

### National

- Successfully advocated for the introduction and passage of the Better Online Ticket Sales (BOTS) Act of 2016
- Advocated for National Endowment for the Arts funding
- Income tax parity for investors in live theatre
- Annual advocacy visit to Capitol Hill

### State

- Incentivize investments in live theatre
- Counter deceitful practices in the secondary ticketing market
- Fight sales tax on admissions to places of live entertainment

### Local

- Address quality of life concerns that might deter visitors from patronizing your venues
- Opposing commercial tax on outdoor advertising



**We invite you to keep us updated on issues that are important to you.**



## **Broadway takes to the airwaves and the Internet with the Tony Awards®.**

The League has partnered with the American Theatre Wing since 1968 to present and administer this annual salute to theatrical excellence which gives Broadway its biggest national media platform.

- Broadcast nationally on CBS each June
- National marketing campaign supports tune-in
- Robust digital and social media complement to telecast
- 3-hour program contains performances from new and current Broadway shows
- Numerous Emmy Awards for the Tony show

**We're proud to co-present the most entertaining awards program on television.**

# tony awards

The 2017 Tony Awards. From left: the opening number; winner Bette Midler; performers Cynthia Erivo and Leslie Odom, Jr. with the Radio City Rockettes

# Benefits At-A-Glance

Benefits

|   | FULL | LIFETIME | HONORARY | ASSOCIATE | AFFILIATE | INDUSTRY SPECIALIST | ADJUNCT | INTERNATIONAL |
|---|------|----------|----------|-----------|-----------|---------------------|---------|---------------|
| Conferences and forums  | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Tony Awards® vote   | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| League vote   | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Inclusion in League collective bargaining agreements & labor services         | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Member website access   | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Inclusion in online League Membership Directory                               | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| League publications, including Annual Report, newsletters, & research reports | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Marketing programs and special event participation                            | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Once-a-year mail/e-mail privileges to entire membership                       | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Sponsorship opportunities   | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| League Standing Committee participation                                       | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| DOT Broadway domain names   | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Inclusion in online League Member Resource Guide                              | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Seminars and networking events  | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Mentoring opportunities   | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| United Airlines and NYC hotel discounts                                       | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |
| Various Professional Development opportunities                                | ●    | ●        | ●        | ●         | ●         | ●                   | ●       | ●             |

**Join us!** To request a membership application, contact Erica Ryan, Director of Membership Services at (212) 703-0221 or [eryan@broadway.org](mailto:eryan@broadway.org).

Find out about specific Broadway League programs and services by visiting us at [BroadwayLeague.com](http://BroadwayLeague.com), or contact us directly with questions.

The Broadway League, 729 Seventh Avenue, 5th Floor, New York, NY 10019 • (212) 764-1122

## Board of Governors

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Lauren Reid,  
Vice Chairman of the Board

David R. Richards,  
Secretary/Treasurer

Nick Scandalios,  
Immediate Past Chairman

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Kristin Caskey

Jeff Chelesvig

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Charles Flateman

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Gina Vernaci

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Barry Weissler

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Allan Williams

Beth Williams

## League Staff

### Executive Department

Charlotte St. Martin, President

Jean Kroeper Murphy, Senior Manager of Tony  
Awards® Administration and Office Manager

Colin Gibson, Co-CFO Celebrate Broadway, Inc.

Lexie Routh, Assistant to the President

### Audience Engagement

Rachel Reiner, Director of Audience Engagement

Robin Aronson, Senior Manager of Broadway Bridges

Amanda Ogorzalek, Audience Engagement Associate

### Communications

Martine Sainvil, Director of Communications

### Digital & Technology

Neal Freeman, Director of Digital and Technology

Kayla Kreidell, Manager of Digital and Technology

Tyler Emeney, Digital Associate

### Employee Benefits

Chris Brockmeyer, Director of Employee Benefit Funds

Robin Fox, Receptionist

### Finance & Administration

Cheri Phillips, Director of Finance & Administration

Laura Fayans Klauzov, Comptroller

Lindsay Florestal, Assistant Comptroller

### Government Relations

Tom Ferrugia, Director of Governmental Relations

### Labor Relations

Jason Laks, Director of Labor Relations

Alison Corinotis, Manager of Labor Relations

Susie Brant, Labor Relations Associate

Zenovia Varelis, Secretary to Labor Relations

### Marketing & Business Development

Jeep Bryant, Director of Marketing & Business  
Development

Christine Giordano, Partnership Marketing Manager

Ben Pesner, Manager of Creative Services

Josh Cacchione, Marketing Manager, Programs  
and Hospitality

Chris Brucato, Marketing Coordinator

### Membership Services

Ed Sandler, Director of Professional Development

Erica Ryan, Director of Membership Services

Diana Macuil, Membership Associate

Blaire Townshend, Membership Associate

### Research

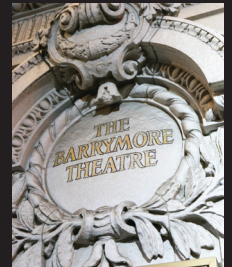
Karen Hauser, Director of Research

Michael Abourizk, Manager of Research

Mark Smith, Research Associate

Tim Hausmann, Research Assistant

**Photos:** Jeremy Daniel, Henry McGee, Brad Ogbonna, Ken Richardson, Lois Spatz, Shevett Studios, and Times Square Alliance



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