

New Audience Rewards program unveiled

By: Lori Huff of Carolina's News 14

CHARLOTTE – A new rewards program is offering Charlotte theater-goers a new way to purchase tickets and collect show merchandise.

The Blumenthal Performing Arts Center is the first theater outside of Broadway to offer Audience Rewards. Membership is free and patrons earn points every time they buy tickets for events at the Blumenthal Performing Arts Center or Spirit Square. Members can use points to get tickets to other shows or buy show merchandise.

“We also anticipate that, very much like other frequent flyer programs, there will be partnerships with other hospitality and travel companies so you will be able to shift points from those programs over to Audience Rewards to further advance purchasing tickets and merchandise,” said Tom Gabbard, president of the Blumenthal Performing Arts Center.

Since its debut in New York last summer, Audience Rewards has already attracted more than 100,000 members. It's the first and only loyalty program of its kind, and was created through an unprecedented partnership between Broadway theater owners and performing arts centers throughout the U.S.