

Talking Points About the Package Changes

Q: Why are the Palmer Events Center pops **not** included in the Masterworks Series package?

A: Great question! Our data showed that more and more of our Masterworks Series subscribers were not utilizing their Palmer Events Center pops vouchers as part of their package. We saw this as an opportunity to restructure our packages and have them more tailored to what our subscribers want. The good news is, if you still want the Palmer Events Center pops, we can add those two performances on for the original subscription price of \$60.00 per person (*versus the \$50 and \$45 single ticket price per person*).

CLOSE: Would you like for me to take care of that for you?

NOTE: Donors who give \$1,000+ will get a reminder in October and April that they have a special call-in date if they wish to attend/purchase the Palmer Events Center pops. ***They do not have to have the Palmer pops as part of their package.***