

## For Immediate Release

DATE: April 2024

CONTACT: Kori Radloff, korir@rosetheater.org, 402-502-4641

### **Anniversary rollback pricing, plus year long benefits make a Rose membership the best value in performing arts Rose Theater offers discounted pricing and yearlong membership benefits**

(OMAHA, Nebr.) Thanks to a generous donation, Omaha families can get a Rose 75th anniversary membership for just \$75, giving them the best value for a performing arts package.

Building on the success of the rolling membership program presented last year, Rose membership benefits will encompass a full year from the point of purchase, a change from the season-based membership The Rose has offered in the past. “Under this new model, families can experience everything The Rose has to offer, no matter when they join,” explains Audience Services Director Mandy Aleksiak. “So, for example, a family that purchases a membership in October will enjoy their benefits starting with our show, *Coraline*, all the way through to *Disney / Pixar’s Finding Nemo TYA* in June, throughout the summer and ending with the first show of the 2025-26 season next year.”

Rose members receive free tickets to six consecutive member shows produced during the year, as well as discounts to premium event shows. In this way, Rose members gain access to the best, most affordable way to enjoy everything the theater has to offer.

At \$75 for a family of four, A Rose membership costs less than the price of four single tickets to just one show at The Rose; for this minimal investment in the theater, members receive a total of 24 free tickets to Rose member shows throughout the year (four tickets for each of the six member shows). This is a 85% savings over the regular ticket price of \$20 for member shows. (Other packages are available for larger families.)

Rose members may also purchase additional tickets to member shows for just \$10 each (a 50% savings) and receive up to 20% off premium event shows, including *Diary of a Wimpy Kid: The Musical*, *A Christmas Story: The Musical* and *Disney / Pixar’s Finding Nemo TYA*. They receive early booking opportunities for these premium events and receive advance notice on all Rose Theater events.

= MORE =

The Rose Theater  
2001 Farnam Street  
Omaha, NE 68102

t (402) 345-4849  
f (402) 344-7255  
www.rosetheater.org



## **Membership opportunities at**

### **The Rose Theater**

**Page 2 of 3**

**Contact: Kori Radloff, 402-502-4641**

In addition, Rose members receive a substantial discount on dance, musical theater and acting classes throughout the year, and a sneak peek at 2025 summer camps before they are made available to the general public. Rose members receive a discount of \$10 per month per family on year-long classes and a \$15 credit to be used to cover the annual class registration fee.

“With a Rose membership, families can share the magic of the theater with their children for about \$3 a ticket,” says Rose Artistic Director Matthew Gutschick. “Not only do these families get to make lasting memories of their time together, but they also give their children all the benefits that research shows the theater experience imparts to young people: stretching their imagination, increasing their empathy, better understanding others, and developing an appreciation of arts and culture.”

A membership to The Rose is an acknowledgement of the important role theater arts play in a young person’s development. The Rose membership program makes it possible for the theater company to provide the popular productions all families enjoy while also introducing young people to innovative theatrical styles that stretch their imaginations and broaden their appreciation of the arts.

The Rose acknowledges that, for some families, one membership may not provide enough tickets for their entire family.

To accommodate larger families The Rose offers a “Family + Individual Membership” for \$95 per family, which provides all family member benefits with five tickets to each member event production. A “Double Family Membership” for \$150 per family with eight free tickets to each member event production, and all the benefits, is also available.

### **Patron Membership at \$450 Per Family**

Patron members will also enjoy benefits during the 2024-25 season. Members who join at the \$450 Patron level help underwrite programming for children with financial barriers.

Patron benefits include:

- All benefits associated with family membership.
- Four free tickets to the Dec. 8 performance of *A Christmas Story: The Musical*, including a private patron post-show event.
- Eight free regular season show “gift” passes for friends and family.
- Recognition in each mainstage show program.

Through patron contributions, The Rose is able to provide high quality theater productions, including innovative and experimental pieces making their world debut on the The Rose stage. These shows give children exposure to a wide range of theater styles and enhance their appreciation of the art. It is because of this dedication to ensuring that every child has the opportunity to experience high-quality and innovative theater that American Theatre magazine named The Rose Theater one of the top children’s theaters in the United States.

Rose memberships for the 2024-25 season are on sale now! For more information, or to become a member, call The Rose Box Office at 402-345-4849 or go to [www.rosetheater.org](http://www.rosetheater.org).