

Phillyfunguide.com Online Events Calendar and Funsavers Half-Price Ticket Email Listing Information

Dear Philly Fringe Artists,

The Philadelphia Live Arts & Philly Fringe is partnering with the Greater Philadelphia Cultural Alliance again this year to share information and promote your shows through two great programs that can help you reach new audiences!

The first is **Phillyfunguide.com**, the go-to guide for arts and entertainment events in the Greater Philadelphia region. **You can list your performances for free** on Phillyfunguide by going to www.phillyfunguide.com/submitanevent. The benefits of doing this are immense: Phillyfunguide alone receives over 120,000 visitors and over 390,000 page views each month. In addition, your event details are made available to all of Phillyfunguide's [24 partner](#) organizations including major media and tourism websites.

In addition to Phillyfunguide, the Greater Philadelphia Cultural Alliance sends out a weekly half-price ticket email, **Funsavers**, to over 98,000 subscribers. Normally, participation in Funsavers is only free for Cultural Alliance members, but as a Philly Fringe artist, we would like to offer you the chance to participate for free as well! If you are looking to reach new audiences and sell excess tickets, then Funsavers is a great resource.

In order to list your performance(s) on Funsavers, we ask that:

- #1. You offer tickets that are discounted **50% off** of your current full price ticket price or prices.
- #2. You make a minimum of 20 tickets available at half-price.
- #3. You submit your performance to Phillyfunguide first: www.phillyfunguide.com/submitanevent
- #4. You then submit your performance to Funsavers second: www.phillyfunguide.com/submitfunsavers using the following **date ranges**:

For events that will be taking place **Friday, September 2-Thursday, September 8:**

Offers are due Monday, August 29th by 12:00 p.m.

The Funsavers email will be sent on **Thursday, September 1.**

For events that will be taking place **Friday, September 9-Thursday, September 15:**

Offers are due Monday, September 5th by 12:00 p.m.

The Funsavers email will be sent on **Thursday, September 8.**

For events that will be taking place **Friday, September 16-Thursday, September 22:**

Offers are due Monday, September 12th by 12:00 p.m.

The Funsavers email will be sent on **Thursday, September 15.**

You pick the performance and the price point to offer half-price tickets for, as well as how you want consumers to redeem the offer: by phone, in person or via the web. **If you would like to sell online tickets through the Philly Fringe website, please contact Dan Comly at Dan@livearts-fringe.org the Wednesday before the Funsavers submission deadline so he can set this up for you.**

Once you have submitted your offer, an auto generated confirmation of your offer will be sent to your email address. An email confirming your inclusion in the Funsavers will also be sent to you by noon on the Wednesday before the Funsavers email is sent on Thursday. If you do not receive these emails or you have questions, please contact Sarah Gafgen at SarahG@philaculture.org or 215-399-3521.

If you decide to participate in Funsavers, we require that you report the number of Funsavers tickets sold, so please keep track of this. The online form to report your results can be found here: <http://philaculture.org/user/alliance>. When you click on this link, you will be prompted to log in, and then you will be automatically directed to the "My Alliance" tab of your dashboard. From there, click on the "My Funsavers" link, where you will see a list of events that require results. Click on the "Report your results" link to complete your Funsavers reporting.

If you decide not to participate in Funsavers, you can still submit your performance information to Phillyfunguide! Please contact Anthony Tanzi at AnthonyT@philaculture.org or 215-399-3532 if you have any questions about Phillyfunguide.

We're excited to help you promote your performances and look forward to working with you!

--Anthony and Sarah
Phillyfunguide and Funsavers