

## ***For Immediate Release***

**Contact: Kathryn Wills, Director of Marketing**  
[kathryn@floridatheatre.com](mailto:kathryn@floridatheatre.com)



FOR IMMEDIATE RELEASE

## **HISTORIC, NONPROFIT INCREASES MEMBERSHIP PRICES**

*Jacksonville, Fla.* – After six years, the historic, nonprofit Florida Theatre is increasing its membership pricing. The base membership level will be increasing from \$150 to \$250 a year and will still include the same benefits like special pre-sale offers and a free first drink.

“Although the base membership price is increasing, new benefits have been added this month including first right of refusal over seats at the Leading Role Level and first right of refusal for front row seats at the Director’s Circle Level,” said Florida Theatre President Numa Saisselin.

The exclusive benefits offered for each member level will remain the same, and will range from \$250-\$10,000.

Donations to the Florida Theatre are always welcome and are tax deductible at any amount regardless of the membership increase.

The most popular membership level is the Ensemble level. This level includes a listing in the annual report, the ability to purchase up to four tickets during the member presale period, and access to a members’ only entrance on Newnan Street, private Members’ Lounge with a cash bar and bathrooms.

“We really enjoy the membership benefits we get as Members of the Florida Theatre. No wait lines, presale notices, drink tickets and preferred seating makes every event here enjoyable,” said Florida Theatre Member Carolyn Klucha. “The fact that we’re supporting music and the historic theatre is a great way to give back to the community.”

The Cameo Role Level include all the perks of the Ensemble Level plus priority seating on presale, one complimentary drink ticket per show and four passes to the Theatre’s Summer Movie Classics series.

The Featured Role Level includes all of the previously mentioned as well as the option to purchase six tickets during presale with priority and an invitation to the annual Marquee Reception.

The Leading Role, features all of the benefits mentioned and the first right of refusal for four seat locations, the ability to purchase six additional pre-sale tickets four passes to the movie series and an invitation to the Marquee Reception.

The highest level of membership, the Directors Circle, include all of the benefits for every other membership level as well as the option to purchase eight presale tickets, the right of refusal for two front row seats and an invitation to the Marquee Reception.

For more information regarding memberships please visit [www.floridatheatre.ticketforce.com](http://www.floridatheatre.ticketforce.com)

The historic, nonprofit Florida Theatre is sponsored by Community First Credit Union. For a complete list of upcoming events or to buy tickets visit the Theatre's official web site [floridatheatre.com](http://floridatheatre.com).

*[Florida Theatre](#) : From ballet and opera to contemporary pop, jazz, rock, country and blues the nonprofit Florida Theatre offers 200 cultural and entertainment events annually for every taste and age. More than just an entertainment center, The Florida Theatre is also home to graduations, awards ceremonies, lectures, business meetings and charity events that support the community's schools, churches, hospitals and civic groups. As an anchor to downtown development along the beautiful St. Johns River, The Florida Theatre draws 250,000 people to Jacksonville's center each year. The magnificently restored Florida Theatre is recognized as one of the finest concert venues in the Southeast. It is listed on the National Register of Historic Places. The Florida Theatre holds special memories for four generations. From the Vaudeville acts and silent films of its earliest days to today's blend of performances of all kinds, The Florida Theatre has served as Jacksonville's premier entertainment center since 1927.*

###