

Albury Entertainment Centre Membership Partners



AMPLIFY YOUR BRAND. ALIGN WITH THE ARTS.

At the Albury Entertainment Centre (AEC), we believe in the power of partnerships to spark growth, foster innovation, and strengthen our region's cultural heartbeat. We are proud to invite local businesses to join our Membership Partner Program; a high-impact opportunity to promote your brand, reach new customers, and contribute to the vibrancy of the Albury community.

This initiative offers your organisation a unique platform to engage with thousands of arts lovers, event attendees, and community members, all while aligning with a trusted and iconic venue.

REACH. RECOGNITION. RESULTS.

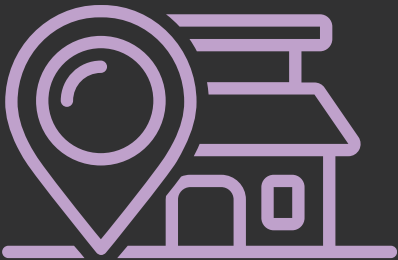
As a Membership Partner, your business becomes part of a premium marketing ecosystem. We're not just offering exposure—we're offering connection. Connection to people, stories, audiences, and influence.

2024 HIGHLIGHTS IN NUMBERS.



54,044

People attended a Theatre Performance



84,661

People attended our venue



113

Conference/Meetings & Events



141

Theatre Performances

STRATEGIC BRAND VISIBILITY.

Position your business at the forefront of our venue experience.

- Logo display on prominent digital signage within AEC; capturing attention of over 60,000+ visitors annually.
- Dedicated profile placement on the AEC website under our Partner Directory.
- Co-branded mentions across newsletters, digital campaigns, and event collateral.
- Tailored social media features spotlighting your business to our 10K+ followers.
- Brand storytelling opportunities through member-exclusive emails and database featured content.

CUSTOMER ENGAGEMENT & VALUE-ADD PROMOTION

Drive meaningful engagement and foot traffic through member-specific offers and collaborative promotions.

- Extend exclusive discounts or VIP experiences to our loyal members.
- Create promotional bundles tied to show nights (e.g., dinner-and-show, discounts on services).
- Offer prize packs or in-kind gifts for campaign use, giveaways, or event activations.
- Be featured in seasonal promotions tied to major productions, festivals, or gala events.

EVENT ACCESS & HOSPITALITY OPPORTUNITIES.

Enjoy exclusive access to AEC performances and experiences as part of your partner benefits.

- Up to 4 complimentary or discounted tickets per select performance (ideal for staff, clients, or VIPs).
- Invitation to partner networking events, launches, and behind-the-scenes experiences.
- Access to venue space or partnership opportunities at marquee events.
- Option to sponsor a production or program stream, with naming rights and co-branded visibility.

AUDIENCE SNAPSHOT.

Our members and patrons represent a desirable and engaged demographic:

PROFILE	INSIGHT
Age Range	Primarily 35–65+, with strong local and regional ties.
Interests	Theatre, music, dining, wellness, retail, cultural experiences.
Loyalty	Highly engaged, repeat patrons who value community.
Purchasing Power	Mid-to-high income earners, active consumers, brand loyal.

ENHANCING THE MEMBER OFFERING.

Enjoy exclusive access to AEC performances and experiences as We invite each partner to contribute in a way that aligns with their business strengths. Our goal is to create mutually beneficial collaborations that deliver real ROI.

Suggested Partner Offers:

- Percentage discounts (e.g., 10%–25% off).
- Buy-one-get-one offers or complimentary upgrades.
- Free consultations or service bonuses.
- Exclusive event access or product previews.
- Prize donations or gift packs for competitions.
- Joint advertising campaigns with AEC.

Together, we can craft bespoke offers that drive real engagement.

INCLUSION SUMMARY. PARTNER BENEFITS AT A GLANCE.

INCLUSION	DETAILS
Brand Visibility	Logo placement on venue digital screens, AEC website, and select print/digital materials.
Audience Promotion	Mentions in member newsletters, social media, and promotional campaigns.
Event Access	Up to 4 complimentary or discounted tickets to selected shows.
Networking	Invitations to exclusive AEC networking and cultural events.
Custom Collaboration	Ability to provide offers, co-host experiences, or sponsor events.
Seasonal Sponsorship	Opportunity to align with flagship performances or programs.

PARTNER WITH PURPOSE.

By becoming a Membership Partner, you are doing more than marketing your brand. You are supporting the arts, creating local impact, and strengthening our shared community values. Let's build a partnership that delivers visibility, community goodwill, and measurable results for your business.