

Campaign: Initial brand positioning and all sales copy for a unique new upgraded theater experience called “Club Level” that the Broward Center debuted in 2012.

Audiences: B2B: corporate bookings, theater partners renting space for their own productions; VIP clients.
B2C: theater board members, supporters, seasonal subscribers, individual ticket holders, prospects.

Deliverables: Multi-channel campaign deliverables included print ads, online banners, direct mail sales letters, brochures, website messaging, theater and box office sales collateral, corporate business development presentations, Club Level purchaser fulfillment materials, plus more.




 Step Up to a New Level
 Enjoy live theater in a unique, unforgettable way.

World-class theater meets top-tier business entertaining.

Introducing the all-inclusive Club Level at the Broward Center for the Performing Arts.

Inspired by the luxury box concept in sports arenas, the new Club Level is a unique, private-suite experience that is perfect for sales functions, client appreciations, special occasions and holiday parties.

Reserve the Club Level for a performance and your party will:

- Begin your carefree evening with complimentary valet parking
- Receive VIP guest treatment for up to 71 people
- Relax in the private Club Level lounge 60 minutes prior to the performance, throughout the show and up to 45 minutes after the performance
- Enjoy premium beverages at the open bar, plentiful hors d'oeuvres and desserts all evening long
- Watch world-class performances from your plush Club Level theater seats or enjoy a view of the stage from inside the lounge

