



**aurora**  
THEATRE

SUBSCRIBER HANDBOOK 2017-18

[auroratheatre.com](http://auroratheatre.com) | 678.226.6222

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## WELCOME!

Thank you for joining our family of subscribers! This season, we will throw kindness around like confetti. Every single show we chose in some way addresses the need for kindness, what happens when we are deprived of it, and how we change because of it. Why? Because we need it.

We are proud to have cultivated a theatre community that is supportive and passionate about the body of work we do. The arts move us, occasionally in ways we, as human beings, are not comfortable with. We love your feedback, both good and bad. We get lots of email, phone calls, and we are grateful for the many face to face conversations, but we expect you to meet us with kindness, the same way we meet you. We live in a community that is culturally rich, with 107 languages spoken in our public schools. We are entrusted to not only entertain, but to educate, inspire, and engage. That commitment to community allows us to operate as a charity.

Since our early days in a converted hardware store in downtown Duluth, we have steadfastly produced great theatre with incredible artists. If you appreciate what Ann-Carol and I and our entire staff bring to this community, truly commit to being charitable this year. Give a little something extra. Volunteer. Donate. But besides that, throw kindness like confetti, the same kindness you have thrown at us these past 21 years.

From this band of Gypsies, we welcome you to Our Place of Miracles!

**Anthony & Ann-Carol**



**Anthony P. Rodriguez**  
PRODUCING ARTISTIC DIRECTOR  
& CO-FOUNDER



**Ann-Carol Pence**  
ASSOCIATE PRODUCER  
& CO-FOUNDER

# HOW & WHY WE CHOOSE OUR SEASON

From musicals to plays, comedies to dramas and more, season planning is an ongoing and often-shifting puzzle. While there are many factors that shape our choices, we can boil them down to three biggies:

- 1. Our STAFF**– What stories are we passionate about telling? Are we reflecting our diverse community in the stories we stage? Why is a story timely or necessary right now?
- 2. Our ARTISTS**– What sparks the creativity of the many actors, directors, playwrights, and designers with whom we collaborate? How can their work help illuminate our shared human condition?
- 3. Our PATRONS**– What piques the curiosity and interest of our audiences? What will bring people in? Will audiences empathize with the stories they experience? Will the story educate, engage, and challenge our patrons?

If we made choices according to only one of these factors, we'd be doing you a disservice and quickly become inaccessible or irrelevant. As we plan the season we strive to strike a balance between passion, humanity, and audience interest.

When we select a story to produce, we do so in a way that honors the integrity of what the writer has written. We don't add or subtract language or content, as that alters both copyright and the intent of the writer. We showcase a range of circumstances and characters from multiple walks of life, creating connection points for our audience to see themselves or find empathy for someone who is different.

We truly have something for everyone: you'll laugh your butts off, cry your eyes out, love your families silly, find true love, change the world, and overcome adversity. We can't wait to see you at the theatre!

## SUBSCRIBER WEEK

New this year, we have added a special week where you can exchange your tickets, book Guest Passes, and buy additional tickets before tickets go on sale to the general public.

For *The Hunchback of Notre Dame*, *Abigail/1702*, and *Christmas Canteen 2017*...**Your Subscriber Week is June 21-June 30**. Individual tickets for these shows will go on sale on July 1st.

For *Maytag Virgin*, *Mamma Mia!*, and *Ripcord*...**Your Subscriber Week is November 7-15**. Individual tickets for these shows will go on sale on November 16th.

# GUEST PASSES

Each Subscription includes **2 Discount Guest Passes**, which allow you to bring a guest with you to any performance this season for just \$14 (\$15.84 with tax).

## There are a few guidelines:

1. Guest Passes can not be used for **Christmas Canteen** or **Mamma Mia!**
2. We do require that you accompany your guest in order to use the pass — they're not just extra tickets to see a show again. It's to bring a friend with you for one of your shows.
3. Reservations are required at least 24 hours in advance.
4. Only you can book your Guest Passes—your friends cannot call to book them for you.



**Star Pass Members get ULTIMATE GUEST PASSES which allow them to bring a friend for FREE!**



## How to book your Guest Passes:

1. Call the Box Office at 678.226.6222
2. Email [boxoffice@auroratheatre.com](mailto:boxoffice@auroratheatre.com)
3. If you're in the area, feel free to stop by the Box Office

# ADDITIONAL TICKETS

After you've used your Guest Passes, you're welcome to purchase additional tickets.

## How to purchase additional tickets:

1. Call the Box Office at 678.226.6222
2. Visit [tickets.auroratheatre.com](http://tickets.auroratheatre.com)
3. If you're in the area, feel free to stop by the Box Office

# TICKET EXCHANGES

Each Season Ticket comes with **2 FREE Xchange Coupons**. Only Season Ticket holders have the privilege of being able to exchange their performance date.



## Things to remember:

1. While we will make every effort to seat you as close to your original seats as possible, exchanges and seating are subject to availability.
2. We must have at least 24 hours notice to accommodate exchanges. If you have already missed your show, please see page 7.
4. After you've used your 2 free exchanges, we can still exchange your tickets, but fees apply.
  - a. Additional exchanges can be made for a \$5 fee per ticket.
  - b. If you're exchanging to a more expensive date, there will be an upcharge
5. Only you can exchange your tickets. Your friends can not exchange your tickets. Even if you always come together, we'll still need you to call/email for yourself.

**Star Pass Members get  
UNLIMITED FREE EXCHANGES!**

## How to make exchanges easier on yourself and the Box Office:

1. Before you call/email us, pick out an alternate date or two that you are available
2. Once your exchange is complete, rip up your old tickets to eliminate confusion and seating conflicts

**Want to exchange your tickets, but don't yet know when you're available to come?** The best thing you can do is to call or email the Box Office prior to your original performance date. We'll release your tickets and then you just contact us when you have chosen a date and we'll complete the exchange.

# SWITCHES

We understand not every show is for every person, which is why we include one switch pass with each season ticket. If there's something in our Mainstage Signature Series that does not interest you, we're happy to allow you to switch your tickets to something in our Studio.



## How to make switches easier on yourself and the Box Office?

1. Before you call/email us, pick out an alternate date or two that you are available
2. Once your switch is complete, rip up your old tickets to eliminate confusion
3. Switches must occur before your performance and we must have at least 24-hour notice to accommodate. If there are less than 24 hours until your show or you have already missed your show, see page 7 for Missed Performances.
5. Only you can switch your tickets. Your friends cannot switch your ticket. Even if you always come together, we'll still need them to call/email for themselves.

## Want to switch your tickets, but don't yet know when you're available to come?

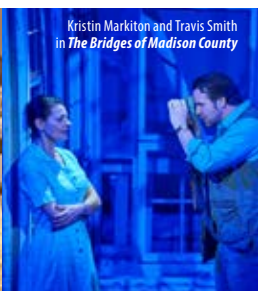
The best thing you can do is to call or email the Box Office prior to your original performance date. We'll release your tickets and then you can contact us when you have chosen a date and we'll complete the switch.



Diego Clock-Pérez in  
*In the Heights*



Rhyn McLemore-Saver and Courtney Flores  
in *Split in Three*



Kristin Markiton and Travis Smith  
in *The Bridges of Madison County*

Photography by Chris Bartelski

# MISSED PERFORMANCES

In the event that you do not exchange your tickets 24 hours prior to a scheduled performance so that the seats can be listed for resale, and you actually miss your performance, you can still see the show. Simply bring your tickets to the Box Office no earlier than 30 minutes prior to the performance you would like to attend and you will be seated in the best available seat for that show. Seats are subject to availability and you must attend the same title as the performance missed. Please do not try to make a reservation for future performance if you have already missed a show. Just bring your tickets to the Box Office for the new date you want to attend and you will be given the best available seats.



## STAR PASS UPGRADE

Ticket sales alone only cover 50% of our operating budget and sponsors only provide about 15%, so we rely heavily on individual donations. We encourage you to become a Star Pass Member by making a minimum contribution of \$70 to the Aurora. As the only professional theatre in Gwinnett County, your donation is tax deductible. Many companies provide matching gifts, so your gift may be doubled or even tripled! Your human resources department can let you know if your company participates.

### As a Star Pass Member, you will receive:

- The Best Seats in the House
- 2 Ultimate Guest Passes that allow you to bring a guest for FREE
- Unlimited FREE ticket exchanges
- Discount prices when buying additional tickets

Star Pass Donations are used for season operating expenses which pay for actor salaries, directors and designers, royalties, sets, costumes, and lights making each production unforgettable. It's never too late to become a Star Pass member!

# BOX OFFICE INFORMATION

## Box Office Hours

These are the hours we are able to take your call or here in person if you would like to visit us. For performances outside of these hours there will always be a Box Office Associate at the theatre 1.5 hours before your performance; however, due to the demands of managing Front of House, they are not always able to answer the phones at this time.

**Tuesday-Friday:** 11:00am–5:00pm

**Saturday:** 12:00pm–5:00pm

**Sunday:** Open for Performances

**Monday:** CLOSED

**Email Us:** [boxoffice@auroratheatre.com](mailto:boxoffice@auroratheatre.com)

**Call Us:** 678.226.6222

**Visit Us:** 153 East Crogan Street  
Lawrenceville, GA 30046  
(Address for free, attached parking deck)

## Forms of Payment We Accept

Cash, Check, Visa, Mastercard, AMEX and Discover

## Other Reminders

- Payment must be made at the time of purchase in order to place a reservation. We cannot hold seats without payment.
- All tickets are subject to 6% sales tax and \$1 per ticket Preservation Fee.

## NIGHT OF PERFORMANCE/LATE ARRIVALS

Will Call begins 90 minutes before your performance. This is when tickets are available for pick-up.

The doors to the theatre open 30 minutes before the performance. This is always our goal. Sometimes we need a few extra minutes to prepare the space. We will open the doors as soon as the actors and crew are ready to go, and once the doors are open, we welcome you to take your seat.

Late arrivals will be seated at the House Manager's discretion in easily accessible seats. If this applies to you, you can move to your assigned seats at intermission.