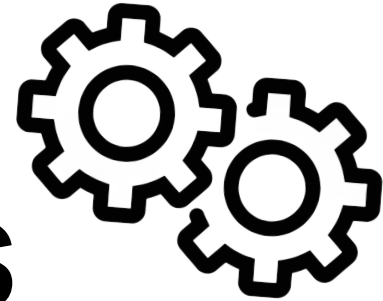




Activation Workshop

Improved Web Journeys



“

Ask not what **your website** can do for you –
ask what **you** can do for **your website**

Your website is your **primary point of contact**
with patrons & donors

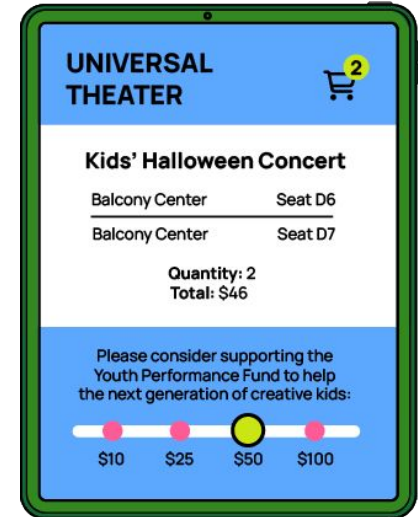
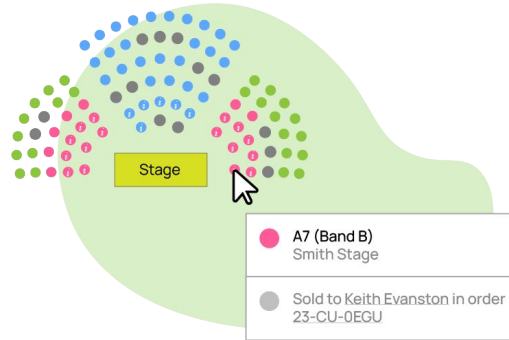
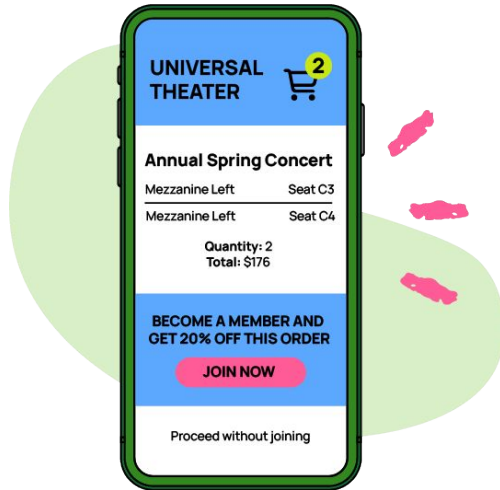


63%

of transactions occurred online in 2025



Matching You to the Right Solutions



● **Session Goal:** What You're Walking Away With Today



- A **greater understanding** of how customers experience your purchase paths online
- A **list of features** you can implement to enhance your online purchase paths
- **Next steps** to activate features you're interested in

1

Vocabulary

2

Enhancing Ways of
Giving

3

Improving Customer
Experience

4

Upselling
Opportunities

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“Iframe”



Short for inline frame, a “window” into Spektrix embedded on your website

“API”



Stands for Application Programming Interface, a way of using custom code to communicate with Spektrix

“Web Component”



Customizable blocks that can be added on your website to complement your online booking journey.

“Subsite”



A ready-made website under your domain that hosts the Spektrix purchase path

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Opportunities

The Power of Recurring Giving

One-Time Gift

\$100

Single donation of \$100

VS

+20% MORE

Monthly Gift

\$120

\$10 every month for a year



Memberships Offer Choices

- Auto-Renewable or Manually Renewable
- True “Membership” Program or Recurring Donations
- Fixed or Variable

Variable Memberships are *only* available via **Subsites**,
Web Components or the **API**

See what your gift can do...

ENSEMBLE SUPPORTER



PALO★ALTO
PLAYERS

JOIN CENTER STAGE ENSEMBLE AT \$10 PER MONTH

Covers the food costs for our performers during tech weekend. Fuel our production before it hits the stage!

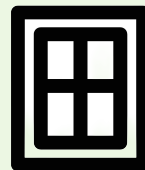
- A year of membership includes all **benefits** of the Benefactor Level, such as recognition by name in show programs!

- Membership Period: 1 month

- Price: **\$10.00**

☒ Automatically Renew?

ADD TO CART





LEARN MORE ABOUT THE BENEFITS AND EXPERIENCES AT EACH MEMBERSHIP TIER

01 FRIEND \$100-\$499

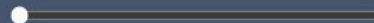
- **Members-only ticket presale** for Summer Season, Rosen House Concert Series, and Holiday Tea Musicales
- Invitation for two (2) to the annual **Friends' Garden Party**
- **Recognition** in our annual donor listing and annual report
- **Exclusive Member Discounts:**
 - 10% off Caramoor merchandise
 - 10% off on-site food and drink
 - 20% off Garden Listening tickets
 - 20% off tours of the Rosen House

1 YEAR

\$100

\$100

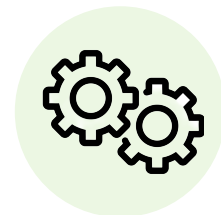
\$499

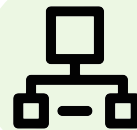


☒ Auto-renew my membership

ADD TO CART

02 SUPPORTER \$500-\$999





Saints & Poets Memberships

The Saints & Poets Society is inspired by YOU, our dedicated audience, offering donors a deeper connection with the Hudson Valley Shakespeare community. With a fully tax-deductible gift of \$100 – \$1,499, you'll be in-the-know on all the latest productions, have the opportunity to purchase tickets ahead of the general public, and enjoy unique discounts and special invitations.

\$100

\$1499

**\$100**

Saint – Level 1

between \$100 – \$299.99

1 year

- Membership valid for one year
- Monthly Member Newsletter
- Priority Booking Period & Free Ticket Exchanges (fee waived)

[Read more](#)

Add to basket

Gift

HUDSON
VALLEY
SHAKESPEARE

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Opportunities



Filtering With Attributes

Attributes can transform a generic booking path into one that reflects **your brand**, **priorities**, and **audience needs**



PAC ■ NYC

What's On

☰ All Events

📅 Calendar

Conversation

Dance

Multi-disciplinary

Music

Musical Theater

Opera

Theater

🔑 Access



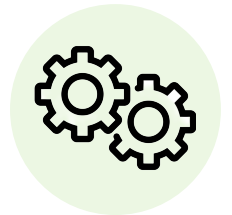
SPEKTRIX

× Close

What Access services are you interested in?

- ☐ ASL
- ☐ Audio Described
- ☐ Closed Captioning
- ☐ Family Programming
- ☐ Open Caption
- ☐ Pay What You Wish
- ☐ Performed In English
- ☐ Performed In French
- ☒ Relaxed Performance
- ☐ Surtitles
- ☒ Touch Tour

Submit



SPEKTRIX 

← Back to highlights

Calendar

① Access

Showing Relaxed Performance and Touch Tour performances

× Clear

July 2026



July 2026



Saturday, July 18

2:00pm



Giulia >

📍 Perelman Performing Arts Center, PAC NYC

Audio Described

Closed Captioning

Open Caption

Touch Tour

Buy tickets

Wednesday, July 22

2:00pm



Giulia >

📍 Perelman Performing Arts Center, PAC NYC

Closed Captioning

Relaxed Performance

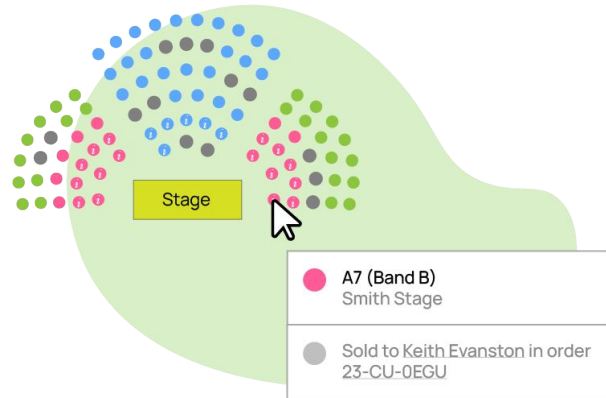
Buy tickets





Enhanced Customer Seat Selection

- User accessibility at the forefront
- Better experience on any device
- Set up via our existing iframe





Direct Checkout

Your Basket

✓

Season Offer: 10% Active
10% discount unlocked! Add 1 more event to save 20%.

[Browse upcoming events →](#)

Active

-10%

Romeo & Juliet

Fri 24 Oct, 19:30
Main Stage
[Stalls, Row J, Seat 12](#) [Stalls, Row J, Seat 13](#)

Qty: 2

~~£90.00~~
£45.00

✕

[← Continue Shopping](#)

Summary

Subtotal

£100.00

🔗 Season Offer (10% off)

-£10.00

Do you have a promo code?

▼

Total

£90.00

Checkout Now

SPEKTRIX

1

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Opportunities

Upselling in the Purchase Path



35%

average increase in revenue via
upsells in the purchase path



Pre-Paid All Day Parking Vouchers

Save time and money on parking at St Mary's Car Park

Save money and avoid queuing at the ticket machines with this pre-paid parking voucher for St. Mary's Car Park opposite the theatre.

Our price is a great deal as you can park from 9am! Just print off the ticket we send you by email and leave on your dashboard, no need to use the ticket machine in the car park or the

app.

Reduced Price Parking is only available to those attending events at the Mercury Theatre and you may receive a parking fine if used incorrectly.

Note: Valid all day. Voucher will be sent to you by email to print at home. Voucher must be displayed in your windscreen and booked at least 24 hours in advance. We are unable to refund, give credit or exchange car parking once purchased.

01 October 2026 09:00

All-Day Car parking voucher £3.70

MERCURY



Accessible Parking Vouchers

Book an accessible parking space next to the theatre

We have a limited number of accessible spaces that are ideal for those with additional access needs that require you to be able to park close to the theatre. These spaces are only available to those that have signed up to our Access for All scheme which you can find out more about [here](#)

Note: Valid only in your allocated time slot. Please select time slots for the entire duration of your visit. Voucher will be sent to you by email to print at home, or you can collect at the box office. Voucher must be displayed in your windscreen.

01 October 2026 10:00

[Book Tickets](#)





Kids Picnic Box

Introducing the ultimate kids' picnic box! Inside, you'll find a tasty sandwich (choose from ham, cheese or falafel for the vegan option), a bag of crunchy crisps, a brownie, a juicy piece of fruit, and a refreshing drink – all for just £5.25! The perfect way to feed the little ones during their trip

to the Mercury.

Exchange your voucher at the Cafe Bar anytime during your visit

28 June 2026 12:00

Ham Sandwich Picnic

£5.25

1

Add To Basket

Cheese Sandwich Picnic

Vegan Sandwich Picnic



Ice Cream Tub voucher

Don't forget to grab an ice cream voucher!

Upon arrival, take your voucher to the bar to preorder your ice cream flavour for the interval. No waiting in line and gives you more chance to get your preferred flavour! Alternatively you can exchange with the usher at the interval.

If the performance you are attending has no interval, you can redeem this at the cafe-bar either before or after the show.

01 October 2026 19:00

Ice Cream Tub

£3.75

1

Add To Basket

MERCURY





Celebration Packages

Treat yourself to an indulgent celebration package to enjoy in our upstairs lounge during the interval!

Celebration for 2 people - £18

Two glasses of prosecco and four chocolate

Big Celebration Package for 4 people - £30

B

A

C

C

E

—



Protect your tickets from the unexpected!

Add ticket protection for just £2 per ticket.

Ticket refund protection allows you to recover 100% of the paid ticket price (including all fees order fees) in the event of:

- Accident, injury, or illness including COVID-19
- Severe weather preventing travel to the venue
- Travel delays due to breakdown or public transport failures
- Plus much more!

Please read the full terms & conditions before purchase by clicking [here](#).

For a worry-free purchase, protect your tickets today as you cannot add to your order after you have paid.

01 October 2026 19:00

Ticket Refund Protection

£2.00

1

Add To Basket

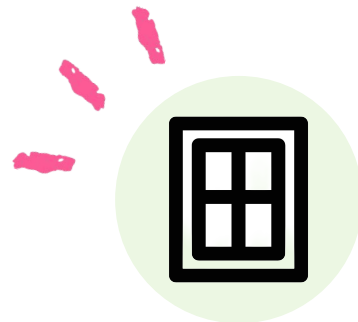
MERCURY

1

Add To Basket

1

Add To Basket



Item	Qty	Total
Brassed Off 19:15 Thursday 18 June 2026 Edit Delete		
	1	£47.50
Booking Fee		£2.95
Grand Total:		£50.45
If you have a Theatre Tokens Gift Card or eGift use it here		
CONTINUE BROWSING CHECKOUT		

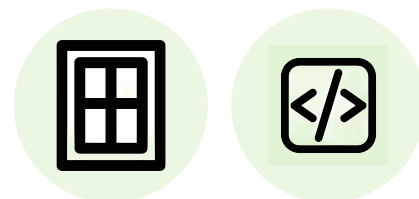
BECOME A MEMBER

You'd save £7.13 on your order today if you join our membership scheme.

Individual pass: £30 per year

- 15% discount for 1 ticket per show
- Priority booking
- Free ticket exchange
- £1 off Playhouse production programmes
- Bar and restaurant discount (10%)
- Invitation to our season launches

ADD TO BASKET AND JOIN



Cross Selling



Book more and save!

The more you book the more you save

Book 1 of these events to qualify for Season ticket - 20% off 2.



I'M NOT BEING FUNNY

Hope, endings, and how to survive if a knock knock joke hits you in the gut. Written by Piers Black and directed by Bryony Shanahan (Bloody Elle, West End).

Dates: Thu, 07 May 2026 - Sat, 13 Jun 2026

[More Information](#)

THE P WORD

The Olivier Award winning story of hope and romance returns for a strictly limited run, with Queer Eye mentor Tan France attached as Producer. Waleed Akhtar's sharp-witted and devastating play charts the parallel lives of two gay Pakistani men.

Dates: Thu, 28 May 2026 - Sat, 27 Jun 2026

[More Information](#)

TENDER

Audience favourite thriller-come-romance transfers to the Bush Theatre's main house in a new production. By turns thrilling and surreal, Tender promises to subvert your expectations of queer love stories.

Dates: Thu, 09 Jul 2026 - Sat, 01 Aug 2026

[More Information](#)[Continue To Basket](#)

OVERVIEW

SHOWTIMES

ENSEMBLE

SPONSORS

Wed - May 26, 2027 - 7:30 PM ★

Preview Performance | YP Preview Night

BOOK

[click here to
subscribe and save](#)

Thu - May 27, 2027 - 7:30 PM ★

Preview Performance

BOOK

[click here to
subscribe and save](#)

Fri - May 28, 2027 - 7:30 PM ★

Opening Night | Audio Description Service Available

BOOK

[click here to
subscribe and save](#)

Sat - May 29, 2027 - 7:30 PM

BOOK

[click here to
subscribe and save](#)

Thu - Jun 3, 2027 - 7:30 PM

BOOK

[click here to
subscribe and save](#)

Fri - Jun 4, 2027 - 7:30 PM

BOOK

[click here to
subscribe and save](#)

Sat - Jun 5, 2027 - 2:00 PM

BOOK

[click here to
subscribe and save](#)

2026-2027 FLEXIBLE TICKET PACKAGES



Experience more and spend less. Pick your package:



PREMIUM SUBSCRIPTIONS (8)

These flexible subscriptions include 8 tickets and **seating in all zones, including Premium**, for any show in the mainstage season*, on any day of the week, with unlimited exchanges, and discounts off additional ticket purchases. (*Subscription does not include "Every Christmas Story" or "Dracula").

BUY NOW

VALUE SUBSCRIPTIONS (8)

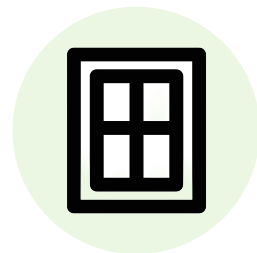
These flexible subscriptions include 8 tickets and more ways to save with **Value seating on the sides in the Lower Gallery and all of the Upper Gallery** (does not include Premium seats) or any show in the mainstage* season, on any day of the week, with unlimited exchanges, and discounts off additional ticket purchases. (*Subscription does not include "Every Christmas Story" or "Dracula").

BUY NOW

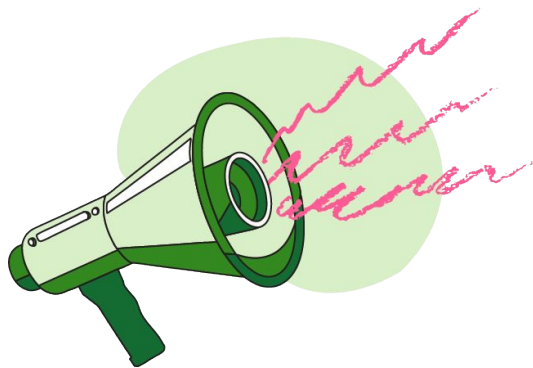
PREVIEW SUBSCRIPTIONS (8)

These flexible subscriptions include 8 tickets and even more ways to save by attending a **Wednesday or Thursday Preview Performance*** during opening week, **with seating in any zone**, including Premium, unlimited exchanges, and the option to upgrade to another show night by paying the difference. (*Subscription does not include "Every Christmas Story" or "Dracula").

BUY NOW



Upselling includes asking for **donations** too!



Checkout

Personal Details

Edit

sam.bagwell@spektrix.com Sam Bagwell +1 (646) 569-9097

Ticket Delivery

Edit

Receive my tickets as e-tickets - (no charge)

Donations

General

A gift today supports our operas, artists, concert & community programming, and general operating expenses. Please consider giving!

Donation Amount

\$ 20.00

-

+

Recognition Name for Donor Lists

☐

I want this donation to be anonymous

CONTINUE WITH MY DONATION

I DO NOT WANT TO DONATE



☰  1 \$126.44

Make a Donation

Support Joshua M. Freeman Foundation

Donation Amount

\$ 10.00 - +

[CONTINUE WITH MY DONATION](#)

[I DO NOT WANT TO DONATE](#)

Contact Preferences

Order Summary

[Privacy Policy](#) [Contact](#)

☰  2 \$252.88

Make a Donation

Support Joshua M. Freeman Foundation

Donation Amount

\$ 15.00 - +

[CONTINUE WITH MY DONATION](#)

[I DO NOT WANT TO DONATE](#)

Contact Preferences

Order Summary

[Privacy Policy](#) [Contact](#)

