



# Ways to Boost Revenue without Increasing Ticket Prices

Raising ticket prices can often feel like the easiest solution when you're looking to cover rising costs or increase revenue, especially when budgets are tight. But while it might seem like a quick fix, higher ticket prices can also risk alienating your loyal audiences or making your performances less accessible. The good news? There are plenty of creative, audience-friendly strategies that allow you to boost your bottom line without making ticket prices the villain.

Discover eight methods that are all about enhancing the audience experience, creating excitement, and making it easier for patrons to say "yes" to a little extra all to ensure you have the funding you need to continue creating great art.

## 1 Offers and Upgrades

Take advantage of that moment right before your patrons hit "purchase" by presenting enticing offers and upgrades. These small but valuable additions not only boost revenue but also make patrons feel they're getting more for their money. Consider options like:

- **Special Ticket Offers:** Buy two tickets, get a third at a discount, or bundle pricing for multiple performances.
- **Exclusive Pre-Show Experiences:** Give patrons access to a cast meet-and-greet, Q&A sessions, or behind-the-scenes tours.
- **Nearby Restaurant Deals:** Partner with local eateries for pre- or post-show dining discounts.
- **Premium Seating & Parking:** Offer upgrades like front-row seats or VIP parking for a hassle-free experience.



## 2 Custom Purchase Flows

Did you know that fewer clicks during checkout leads to more sales? With custom purchase flows, you can pre-populate known patron information, promo codes, offers, and more to ensure your audience moves quickly through the checkout flow, leading to increased sales revenue.

- **Personalized Experiences:** Offer recommendations like season passes for your regulars or simple, welcoming options for first-time buyers. This makes the experience feel personal and keeps them excited about what's next!
- **Seamless, Simple Flow:** A smooth, easy process encourages customers to keep going. When it's simple to add extra options to their cart, they'll feel more confident—and more likely to add on those upgrades.



## 3 Add-Ons

Want to make your audience feel like VIPs? Offering them the chance to pre-plan and customize their experience is a fantastic way to elevate their night while simultaneously increasing revenue for your org. Here are some exciting extras to consider adding to your offering:

- **Priority Parking:** Skip the parking hassles with guaranteed spots close to the venue
- **Premium Seating:** Offer access to the best seats in the house, whether it's front-row or exclusive VIP sections
- **Pre-Ordered Snacks & Beverages:** Allow patrons to pre-order their snacks or drinks to avoid the concession lines



**BONUS TIP** Check out our ultimate guide to add-ons to discover even more ways to enhance your patrons' experience!

## 4 Show Merchandise

Merch isn't just an extra—it's a way for patrons to take home a piece of the magic while boosting your revenue. Plus, branded merchandise turns your audience into walking billboards, boosting awareness for your organization and production! Consider offering items like:

- **T-shirts & Hoodies:** Custom designs that feature the show's logo or artwork
- **Posters & Prints:** High-quality prints that remind fans of the show
- **Tote Bags:** Practical and popular, especially with custom designs
- **Personalized Programs:** This could include custom cast photos, a personalized message from the director, or signed keepsakes that patrons will treasure
- **Show-Specific Merchandise:** Create unique, limited-edition items tied directly to your production—think themed accessories, props, or collectibles inspired by the show.



## 5 Digital Performances

We know live shows are special, but digital performances open new doors. With virtual options, you can connect with more people while generating additional revenue.

- **Live Streaming and On-Demand:** Offering live-streamed or recorded performances lets you reach fans who can't attend in person—whether they're across the world or just unable to make it that night.
- **Interactive Features:** Add audience chat, donation buttons, or virtual shout-outs to make your digital performances feel vibrant and interactive.



## 6 Donations at Checkout

When it comes to giving, making it easy is key. Patrons are more likely to donate when it's just a simple click away during checkout.

- **Seamless Integration:** Let them add a donation or round up their purchase with one click. No extra steps, no pressure.
- **Flexible Options:** Offering different amounts lets everyone give at their comfort level—whether it's a few dollars or a larger gift.



## 7 Group and VIP Packages

You've probably seen how groups or VIPs can transform an audience's energy. Why not make it easier for them to get in on the action?

- **Group Sales Made Simple:** Bulk ticket purchases don't have to be complicated. Offering easy group packages for schools, businesses, or family gatherings encourages more people to join.
- **Exclusive Experiences:** VIP perks like backstage tours, premium seating, or meet-and-greets make patrons feel special—and they're often willing to pay for that elevated experience.



## 8 Custom Fees

Purpose-driven fees can be a great way to raise additional funds—especially when patrons understand the impact of their contribution. Offering the option to add a small donation for causes like facility maintenance or education programs allows your audience to support what matters to them. Most patrons are more than willing to help when they have the choice, rather than feeling like it's forced on them!



## Conclusion

Running a performing arts organization is no small feat, and we know the challenges firsthand. But with the right mix of creativity and strategy, you can increase revenue without relying on ticket price hikes. It's all about making your audience's experience more valuable—and fun.

Need help implementing these strategies? **On The Stage's Revenue Generator** was designed with performing arts professionals like you in mind. We've been there, and we've built tools to help you thrive. Ready to take your revenue game to the next level? Let's make it happen!

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