

PREMIUM ELITE PARTNERSHIP

IMPACTS Experience works with visionary leaders at many of the world’s most prominent and successful cultural organizations who value high-confidence business intelligence and expert analysis to inform their strategic planning and operational decision-making processes. Our **Premium Elite Partners** are data-informed sector leaders that seek to maximize engagement, optimize mission outcomes, and future-proof their organizations to recognize tomorrow’s opportunities.

These leaders aim to direct their organizations toward the future and they are increasingly interested in removing the guesswork from educating and inspiring audiences – while leading thriving, revenue-growing organizations. A Premium Elite Partnership with IMPACTS Experience provides an organization with exclusive access to proprietary data science technologies that help remove the guesswork from planning processes. Premium Elite Partners don’t guess – they know!

A Premium Elite Partnership is exactly that – a partnership.

From quantifying annual optimal admission and membership price points, to identifying and overcoming barriers to engagement, to understanding constituent behaviors, and improving welcoming perceptions and intentions to visit, we work with our Premium Elite Partners to ensure that they have the knowledge, insight, and tools they need to make the best, most fully-informed decisions to secure and sustain the future vitality of their organizations.

We work with our Premium Elite Partners at every level of an organization – from Board leadership to the C-suite to senior management to the talented staff tasked to implement an organization’s strategies, IMPACTS Experience provides proprietary business intelligence to complement your staff’s expertise.

BENEFITS

Our relationship with our Premium Elite Partners is ongoing, reliable, and timely.

As a **Premium Elite Partner**, your organization will have exclusive access to the most relevant data, business intelligence, and expert analysis available in support of the cultural visitor-serving community. Foremost among the exclusive benefits of membership is continuing, full access to the *Know Your Own Bone* website featuring data-informed articles and analyses and new subscribers-only data twice a month for up to 100 organizational users.

Institution-specific data delivered quarterly with industry benchmarks

In addition to enterprise-scale subscription access to Know Your Own Bone, Premium Elite Partners will receive research specifically germane to their organization on a quarterly basis complete with comparative industry data for contextual analysis and benchmarking. As a Premium Elite Partner, we will work in concert with you to determine the key performance indicators (KPIs) with the greatest diagnostic benefit to your organization and deliver data-based updates on the KPIs as part of our quarterly reporting.

Annual pricing study to optimize admission and member-related revenue

Organizations often lack the specific data required to confidently develop a pricing strategy that maximizes admission and membership revenues without compromising visitor satisfaction and diminishing audience participation. Without high-quality, recent data, organizations may rely upon more subjective inputs such as intuition or loose comparisons to inform their earned revenue models and, thus, risk optimizing their related revenue opportunities. A pricing study provides a rigorous, data-informed approach to quantifying the optimal price conditions for the maximum benefit of an organization – and it's an important annual benefit for our Premium Elite Partners.

A pricing study informs the development of an optimal strategy to maximize admission and membership-related revenues without risking an organization's total market potential. In short, the delivery of an annual pricing study will eliminate the perils of trial-and-error experimentation from pricing practices, and replaces subjective inputs with rigorously clinical, data-informed, fact-based strategies.

Three virtual workshops per year featuring research tailored to your organization and its evolving priorities

We're in ongoing contact with our Premium Elite Partners to understand their challenges and opportunities – and we communicate trend research on an ongoing basis to help them achieve their audience engagement, mission delivery, and business objectives.

One of the ways in which we communicate trend research is via customized workshops developed specifically for our Premium Elite Partners. We work in close collaboration with Partner organizations to design workshop topics responsive to the most pertinent topics confronting an organization. We deliver expert, data-informed analysis via three-hour workshops that have been designed specifically for your organization. These workshops can support staff training, address specific priority topics, inform strategic planning processes, and aid in Board development.

Dedicated virtual Q&A sessions and priority access to experts

Sometimes, a situation arises whereby it's best to simply connect, ask questions, and talk shop – and that's something that we love to do with our Premium Elite Partners. Premium Elite Partners have direct access to the IMPACTS Experience team of experts to address key topics of consideration in both structured Q&A sessions and less formal professional discussions.

Annual report on market potential and spending benchmarks

IMPACTS Experience has long published market potential and related audience acquisition investment analyses for cultural organizations – indeed, these are reliably among our most cited articles in board rooms and university classrooms worldwide. Our Premium Elite Partners will receive an additional, custom reporting that indicates market potential and data-informed audience acquisition benchmarks uniquely tailored for your organization. Market potential and related spending analyses are among the most consequential budgeting factors for an organization – these analyses endeavor to remove the guesswork from these processes to inform a method based substantially more on facts than feelings.

Access to annual reports on industry-wide trends

Premium Elite Partners will have exclusive priority access to annual reports published by IMPACTS Experience. Each year, IMPACTS Experience publishes an annual report on current trends that we are watching most closely in the exhibit-based and performance-based cultural sectors. Premium Elite organizations will have access to this reporting (and, potentially, others that we may publish throughout the year).

With a presidential election on the horizon impacting marketing, philanthropy, cause prioritization, and even critical aspects related to economic concerns, we're eager to keep our members in the know through our reports and *Know Your Own Bone* articles.

Become a Premium Elite Partner Organization.

The fee to be a **KYOB+ Premium Elite Partner Organization** is \$100,000 per year.

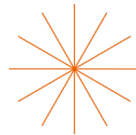
To start a partner relationship with IMPACTS Experience, please visit our **website** or send us a quick email. Our process is simple and straightforward: We'll set up a call to learn more about your organization's goals, challenges, opportunities, and concerns.

Once you're enrolled as a Premium Elite Partner, we'll work with you to establish subscription access for your team, and get to work developing and sharing the vital business intelligence that your organization requires to secure and sustain its future relevance and success.

ABOUT IMPACTS

IMPACTS Experience delivers actionable, real-time intelligence, and expert analysis to clients in the visitor-serving cultural sector.

Select current and recent clients utilizing IMPACTS technologies include projects concerning the European Union, Smithsonian Institution, Monterey Bay Aquarium, Stanford University, United Nations Educational, Scientific and Cultural Organization (UNESCO), California Academy of Sciences, San Diego Zoo, National Park Service, Carnegie Museums, and the Wildlife Conservation Society. The American Association of Museums, American Institute of Architects, Urban Land Institute, US Green Building Council, and Harvard Business School have recognized projects developed in partnership with IMPACTS for achievements in architecture, operational excellence, and financial entrepreneurship.



CONTACT

Questions? Please email:

Bethany C. Gotschall

Content Strategist

bcgotschall@impactsresearch.com