

Marketing

1. Mosaic commits to continuing its investment in long-term Black, Indigenous and People of Color audience development for all its programming regardless of theme or content.
2. Artists who contribute time and/or effort to marketing campaigns will receive compensation and acknowledgement.
3. Marketing and Fundraising materials and any other brochures will accurately reflect the racial makeup of Mosaic's staff, Board and programming.
4. Marketing and promotional campaigns will be budgeted and scheduled to achieve successful outcomes.
5. Mosaic is committed to affordable prices and will maintain existing discount programs such as rush tickets, pay-what-you-can performances, third party discounted sales, affinity partner complimentary tickets and free/steeply discounted weekday matinees for seniors and students.
6. If and when Mosaic subscription sales impinge on demand for single tickets, blocks for seats in good locations will be set aside for customers who may want to buy single tickets later in a run.
7. Mosaic will develop a program to market preview seating blocks, or even special preview performances, dedicated for BIPOC audiences.
8. Mosaic will continue to prioritize outreach to Black, Indigenous and People of Color in weekly newsletters and other specialized mailings.
9. Mosaic shall make free tickets available to Piscataway Conoy tribal members on whose traditional homelands The Atlas Performing Arts Center sits.
10. It will continue to be a priority of Mosaic for our marketing staff and consultants to reflect the diversity of the DMV community.