

Direct Email Template

SUBJECT LINE: Exclusive student deal: 3 for \$30 Broadway!



Dear Jane the Junior:

Are you looking for a night of mystery and fun without the hangover? Look no further, Hancher Auditorium is now offering a three-ticket package for our Best of Broadway Series, and students get even more!

Tickets are limited and only for students, starting at 30 dollars for three tickets, and include exclusive drink deals. With a valid student ID, you can get specialty drinks at the show for a discounted price.

The three shows included “Rent”, “Kinky Boots”, and “Beetlejuice”. These shows combine the rich history of Broadway with new, cutting-edge stories and emotional endings. This ticket is the perfect night out with friends, without breaking the bank. “Beetlejuice”, our final show of the promotion, is a retelling of the Tim Burton classic movie with wickedly good tunes.

Tickets are on sale now and may sell fast, so go to hancher.com/tickets now for more information and pricing. Three nights of fun and mystery can be yours for only \$30! We hope to see you (and your besties) there.

Sincerely,

Isabella Tisdale
Marketing, Hancher Auditorium

P.S. This is a limited offer, so grab tickets while you can.