



## New Orleans Arts & Culture Big List

As a participant in the New Orleans Arts & Culture Big List

- Each member organization, for the period of twelve months, will receive the benefits of access to the lists of participating organizations that will be cleaned via National Change of Address and will be merge/purged onto the New Orleans Big List annually. Participation fees are due once annually and recalculated each year depending on the number of participants and the total cost to create the list.
- Each member organization will also be provided with a merge/purge report, cross over report and other detailed analysis as agreed upon by the participating constituents.
- Each member organization will submit a list of their ticket buyers, subscribers, and/or members to Entertex Marketing. Member organizations will submit subscribers, single ticket buyers and members segmented by category for the current season, and the previous two seasons (member organizations can skip 2005-06 season if season was not mounted by to Katrina, and replace it with 2003-04 season.
- These names may be accessed and used by all other participants in this project without direct knowledge or other organizations as often as they like. However, organizations may not share information gleaned from the Big List with other, non-participating organizations.
- Each organization is the absolute owner of its own list, and permanently adding or retaining information gained from the Big List is prohibited and violates the nature and objective of this joint marketing consortium.
- The list is not to be used for donor solicitation and/or fundraising, but rather to notify potentially interested parties in upcoming events, performances, exhibits, and the like. No information about donor levels, or donor support should be submitted, and none will be collected.
- Please do not provide telephone numbers or email addresses. The list is for direct mailing purposed only.
- The direct cost to the participating organizations for the creation and maintenance of the Big List will be evenly distributed among the members and should be approximately \$350.00 a year.
- Each organization will be responsible for the charges associated with accessing the big list for your own mailings. These requests will be placed directly with Entertex and Entertex will bill your organizations directly.

### INTENT TO PARTICIPATE

Signature: \_\_\_\_\_ Organization: \_\_\_\_\_

Name (please print) \_\_\_\_\_ Date: \_\_\_\_\_

**Please return to Arts Council of New Orleans, 818 Howard Ave, Suite 300,  
New Orleans, LA 70113 Fax: 504-529-2430**