2026

EXCLUSIVELY ON HOTTIX.ORG

HALF-PRICE HOLIDAYS

HotTix

DECEMBER 3-14, 2026

Introduction

This season, the best memories don’t come wrapped in a box, they happen live on stage. Experience live theatre without breaking the holiday budget through the upcoming Half-Price Holidays promotion on Hot Tix.

With this campaign, we want to:

- **Showcase** Holiday Shows across Chicago
- **Invite** new audiences to explore more Chicago theatres

2025 Recap

 # OF PARTICIPATING SHOWS:
50

TICKETS SOLD:
1,884

MARKETING FEE:
$2,804

THEATRE'S REVENUE:
$53,274

HOT TIX COMMISSION:
$10,492

TOP SHOWS



A Christmas Carol
at The Goodman



Sister Act
at Drury Lane Theatre



Million Dollar Quartet Christmas
at Marriott Theatre



Gaslight
at Northlight Theatre



Teatro ZinZanni Chicago
at Cambria Hotel

The best gift this season is time with loved ones.

Experience the best of Chicago theatre this holiday season with our exclusive Half-Price Holidays shows!

Logo / Watermark





DOWNLOAD

download all materials here
or email tanya@chicagoplays.com

Color Palette

#231f20

#0d5b70

#ffee5d

#d63445

Please share a 1280x820 show graphic to fit our website and marketing materials.

1280x820 show graphic template link

CLICK HERE



example of a 1280x820



example of a vertical flyer made to fit a horizontal frame.

Sample Copy

Unwrap the gift of theatre this season! 🎁
Catch [Your Show Title Goes Here] at half the price during Half-Price Holidays on HotTix.org.

Looking for a tradition that will truly bring everyone together? 🌟
Join us for [Your Show Title Goes Here] at [Venue Name Goes Here] and make it part of your holiday season.
With Half-Price Holidays on HotTix.org, you can enjoy world-class theatre at half the price.

Looking for the perfect holiday outing?
See [Your Show Title Goes Here] at [Venue Name Goes Here] with Half-Price Holidays on HotTix.org!

Paid Advertising

Leveraging Paid Ads

Dedicated Email + Hot Tix Socials Post

$350
Limit: Four Spots

94K Subscribers
11K Followers

Social Media Ads

Social Media Post (Single) - $30

Email Ads

Email Featured Ad (Lead Image) - $65 on Hot Tix

Email Featured Ad (Lead Image) - $100 on ChicagoPlays Extra

Submit Your Show!

Half-Price Holidays
Half-Off tickets to shows across Chicago

The promotion will run: Thursday, December 3 – Monday, December 14
For shows performing: Thursday, December 3 - Thursday, December 31

Deadline to submit your show: Friday, November 13

Click Here to Submit Your Show Listing

Please include your show graphic in a 1280x820 size.
This is used in both our ChicagoPlays.com and HotTix.org listings.

Questions? Email tickets@chicagoplays.com

League of Chicago Theatres

Thank you

Website
www.hottix.org

Socials
@hottixchicago
@chicagoplays