



YOUR NEW DESTINATION FOR THE PERFORMING ARTS

“Become a Dining Partner with Playhouse on Park!”

Dear Local Restaurant,

Playhouse on Park is creating an exciting new program for the 2010-2011 season. As your “new destination for performing arts” in West Hartford, we would like to see your business become a destination as well. The program, aptly named “Dining Partners”, encourages patrons to visit participating restaurants before or after a show. The deal is this simple; we are asking restaurants to offer a pre or post-show special when a customer shows their ticket or ticket stub before or after a performance.

You choose the special; it can be whatever you want: a free offering, a % off their bill or whatever creative idea you have. A few current examples include: Taqueria Tavern; customers present their ticket/stub and receive 20% off of their bill; and at Prospect Café, customers can show their ticket/stub to receive a free martini!

Playhouse on Park will promote your restaurant on an insert in our ticket envelopes, on our website, in our electronic newsletter, and in our lobby for the entire 2010-2011 season. We anticipate almost 200 performances in the 2010 – 2011 season (Sept – Aug). In addition, being a Dining Partner with Playhouse Park has other benefits; opportunities for complimentary tickets being one of them!

We are also looking for one lead sponsor for our Dining Partners program. The sponsorship is \$1,200. The lead sponsor will be recognized on the insert, on our website and will receive a logo on both as well as in our program. This opportunity will be given to the first interested business. Please call if you are interested.

We hope you choose to participate in this wonderful program. If you are interested, please complete and return the attached form no later than August 1st (sooner is better).

Sincerely,

Dan Deutsch
Marketing and Development
Playhouse on Park
860-523-5900 ext. 11



I would like to be a Playhouse on Park Dining Partner!

Restaurant Name: _____

Restaurant Address: _____

Restaurant Number: () _____

Website: _____

Contact Person: _____

Phone Number: () _____ Title: _____

Email Address: _____

Special Offer: _____

Description:

If needed, please add any further needed description for your offer:

- I am interested in displaying a Playhouse on Park Dining Partner certificate in my restaurant to promote the program.
- Please send me an electronic copy of the Playhouse on Park logo so I can promote the Dining Partner Program on my website.
- When available, I would like for you to send me complimentary ticket offers to share with my staff.

If you are interested in being the lead sponsor for the Dining Partners Program at \$1200.00 please call 860-523-5900 ext 11