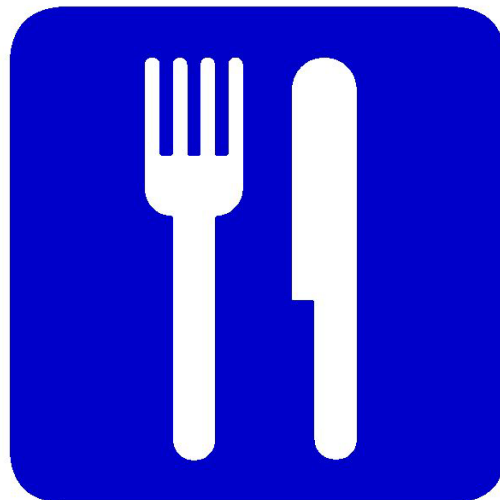


P THE
LAYHOUSE
Fredericton



2016-2017 DINING PARTNER OPPORTUNITIES



PLAYHOUSE DINING PARTNER

Investment: \$750

Maximum of eight Dining Partners per season

Each year, more than 65,000 people visit the Fredericton Playhouse to attend a performance. When making plans for their night out, many of those individuals include a visit to a downtown establishment for dinner or a drink in their agenda.

As a Playhouse Dining Partner you can gain an advantage in encouraging Playhouse patrons to visit your location with our unique package of benefits:

- Promotion as a Dining Partner during our peak venue usage, from September to June
- Recognized as a Dining Partner in the Fall/Winter and Winter/Spring house programs (distribution 8,000-plus)
- Included in our Dining Partners ticket wallet coupon booklet from September to June (up to 1,000 inserts distributed per month with tickets picked up at the Playhouse box office)
- Recognition on Fredericton Playhouse website (www.theplayhouse.ca) with a direct link to your website
- Minimum of six (6) mentions on Twitter in relation to your Playhouse partnership
- Support of any partner-initiated social media activity in relation to Fredericton Playhouse performances
- Minimum of six (6) mentions on Facebook in relation to your Playhouse partnership
- Minimum of two (2) mentions in the Fredericton Playhouse electronic newsletter (22,000-plus subscribers and growing)
- Two complimentary admissions to a Spotlight Series performances
- Signage provided by Playhouse to display in your restaurant, recognizing your participation in the Dining Partner program

For further information, please contact:

Christina Nicoll
Development Director
Christina@theplayhouse.ca
506-459-6207

