

# DINNER & A SHOW

ASU GAMMAGE  
ARIZONA STATE UNIVERSITY



## ASU Gammage & Downtown Tempe Authority Restaurant Promotion 2016 – 2017 Broadway Season

The 2016-2017 season of Broadway shows at ASU Gammage is currently being promoted, and we want our businesses to benefit from the more than 11,000 season ticket holders and others attending individual shows with “Dinner & A Show”. Participating in this promotion means patrons can redeem their show ticket stub for a discount, free offer or equivalent, such as a free appetizer or glass of wine, in your establishment on the day of a show. DTA also offers 4 hours of free parking at City Hall Parking Garage (5<sup>th</sup> St.) and U.S. Airways Parking Garage (111 W. Rio Salado Pkwy.) with presentation of ticket stub.

**This is a chance to reach a potential audience of over 180,000 people during the course of the season!**

### The businesses that participate will be included in the following:

- Special promotional mention on the Downtown Tempe and ASU Gammage websites
- Name and logo recognition on signage for the season displayed at ASU Gammage\*
- Dinner & A Show email blast to 100,000 ASU Gammage E-Insider members
- Distribution of flyer to Concierge Network via email blast (16 hotels, 40 concierges)
- Acknowledgment in all corresponding news releases\*
- Inclusion in ticket booklet\*

#### \*Deadline Schedule:

- To be included in ticket booklet, agreement must be received by **May 1**
- For inclusion in fliers, three-sheets and other printed materials, agreement & logo must be received by **May 10**
- For inclusion in press release, agreement received one month prior to first show
- For inclusion on website, anytime during the year

For questions contact Theresa Dickerson at  
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### Participating Restaurants will provide:

- Discount for ASU Gammage Patrons
- Room in their bill stuffers to include “Dinner & A Show” information
- Restaurant logos for all “Dinner & A Show” materials
- Season e-blast to customers, social media
- Opportunity to host cast parties

