



Altarena's Preferred Restaurant Program

Started in January 2008, Altarena's Preferred Restaurant Program lets us offer our Season Subscribers "Dinner and a Show" at fine Alameda restaurants. Here's how it works.

Altarena will feature your restaurant's name, description, logo and map location:

- ☑ ...in the "Recommended Restaurants" advertisement that appears in every regular-season show program. (Example from current season attached.)
- ☑ ...on the "Recommended Restaurants" section of our Web site, <http://altarena.org/make-it-a-night-out>
- ☑ ...in the Subscription solicitation sent to over 4,000 email addresses and hundreds of US Mail addresses in the Fall.
- ☑ ...in the Season Subscription fulfillment package sent to over 700 subscribers throughout the East Bay. Our most recent count shows over 300 unique addresses, over 220 of them in Alameda.

Altarena will be delighted if your restaurant will:

- ☑ Offer our Subscribers **10% off dinner** on Altarena show dates when they show their Altarena Season Ticket before ordering. (Alcohol & specials may be excluded.)
- ☑ Help us promote our shows by displaying our posters (11"x17") in your window and/or our promotional postcards in your foyer or other prominent area. (We'll get the materials delivered to you.)

To participate, here's all we need from you:

- ☑ A 15-20 word description of your restaurant that we can use in our materials.
- ☑ An electronic copy of your restaurant logo at 300dpi or higher resolution in any standard graphical format. Contact us if you need help creating an electronic logo from your existing collaterals.

We are happy to welcome new restaurants at any time. Information received by **November 1** will be included in the Subscription mailing for the following season; information received after that will be included on our Web site immediately, and in the next regular-season show program that has not yet gone to print. I look forward to your participation!

Warmly,

Joe Mallon, Marketing & Publicity, Altarena Playhouse Board of Directors

Frequently asked questions

How many times will the Preferred Restaurants ad appear?

Our typical season includes five productions, each consisting of 15 to 20 performances spread over 4 to 6 weekends, on Friday and Saturday at 8pm and some Sundays at 2pm, and a few Thursdays at 8pm.

How many people will see the program ad?

During a typical production we will seat about 1500 patrons; during a "blockbuster" such as our spring musical, upwards of 2000.

How many Season Subscribers will receive the mailing?

We've had over 700 subscribers every year since 2008, from over 300 unique households, most of them in Alameda and nearby San Leandro or Oakland.

May we offer a different promotion other than 10% off dinner?

Our experience suggests that patrons are more likely to take advantage of these promotions when the terms are easy to understand and consistent across restaurants, so we ask all restaurants participating in this program to offer this same discount, but we would be happy to discuss additional offers in the future!

Can we modify the content of our advertisement in your programs?

We will design and run a consistent-looking Recommended Restaurants program ad (up to a full page in size depending on the number of restaurant partners), but we welcome inquiries on additional paid advertising in our program.

Does the 10% discount cover alcohol, tax, etc.?

We recognize there may be certain restrictions to the discount. All we ask is that you adhere to the spirit of the program and explain any restrictions to diners when they reference our program.

What if I have additional questions?

Please email **RestaurantProgram@altarena.org** or leave a message at 510-523-1553, extension 4 (Business Office).