



Charm City Fringe Festival Button Participant

Effective dates: October 10 - 20, 2019

Charm City Fringe Festival celebrates cutting-edge and quirky theater and performing arts throughout 11 days of performances across multiple venues in the Bromo Arts District, October 10 - 20, 2019. Patrons receive a festival button when they attend their first performance that gives them access to special deals provided by participating businesses and a \$5 discount off performance tickets for the rest of the festival.

We would like to offer marketing for participating businesses to draw our patrons out to experience and engage with the surrounding neighborhood. With buy-in from businesses, we achieve a more connected and diverse festival experience now, with the goal of expanding our collective network in the long term for the entire district. In exchange for the marketing we ask for special deals for festival patrons.

Participating business receive the following recognition:

- Fringe Button Participating Business listing in program (over 2,000 distributed)*
- 1/4 page ad in program (2"x5.5" vertical or 4"x2.5" horizontal)*
- One (1) sponsored Social Media Facebook Posts recognizing your business
- Name and logo on festival website

What is expected:

- Staff is aware of button and discounts/promotions associated with it
- 1 Social Media post announcing Button Program Participation
- Poster is displayed prominently so business is recognizable to patrons

Deal options:

- Extended or all day happy hour pricing (food and/or beverages)
- 2 for 1 drinks (limit 4 total drinks)
- 20% off food purchases of \$30 or more
- Specific menu item discounts (submitted by 9/1/19)

* in order to receive recognition in the program, agreement and ad must be submitted by 9/1/2019

Please sign and return this document as acknowledgment of this agreement. Failure to sign and return this document does not constitute cancelation of verbal or written agreement.

Signature _____ Date _____