

# PATRON REWARDS

The Arts and Cultural Rewards Network

## A New Source of Arts Funding

*"You keep 100% of the funds raised, and the program is completely free for both arts organizations and their audiences."*

### Who We Are

With endowments, grants and philanthropy under assault, where can arts organizations turn for additional support? Patron Rewards is a socially responsible company dedicated to supporting the arts and community. Our cause-marketing program creates a new source of funding that makes it more affordable for audiences to attend.

### What We Do

Patron Rewards is a free dining benefit that lets audience members save on tickets, subscriptions, memberships and classes when they dine out at participating restaurants. As a cause marketing program, we also contribute directly to enrolled arts organizations every time audience members eat out.

Unlike other funding sources, Patron Rewards directly supports audience participation. You keep 100% of the funds raised, and the program is completely free for both arts organizations and their audiences



### How Arts Organizations Benefit

For arts organizations, Patron Rewards brings together the power of cause-marketing with the proven impact of a consumer rewards program. It's effective because everybody wins: your audience benefits from discounted or free tickets and subscriptions; local businesses have a stronger economic incentive to support your organization; and arts groups access a new source of long-term, sustainable support.

**PATRON  
REWARDS**



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## **A Dining Benefit that Supports the Arts**

### **Dining Benefits:**

Patron Rewards provides audiences with a unique dining benefit, raising funds and paying for tickets, subscriptions, donations, education programs or even gift shop purchases. The bottom line – Patron Rewards makes it easy for audience members to support your organization just by dining out.

A nationwide consumer survey we conducted found *almost half of all audience members would join* a free program that lets them save on tickets and membership as a reward for dining out.

### **Audience Participation and Renewals:**

By making tickets and subscriptions more affordable, Patron Rewards can help boost attendance, renewals and first-time buyers. What's more, our underwriting can have the same effect as discounting, but your organization keeps 100% of the full ticket price.

### **Business Support:**

Restaurants have a strong economic incentive to participate because, unlike advertising or sponsorship, Patron Rewards is completely measurable. With funding tied directly to sales, we make it profitable – not just philanthropic – for business to support the arts.

**To get started, sign up for a free directory listing at  
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