

PATRON REWARDS

The Arts and Cultural Rewards Network

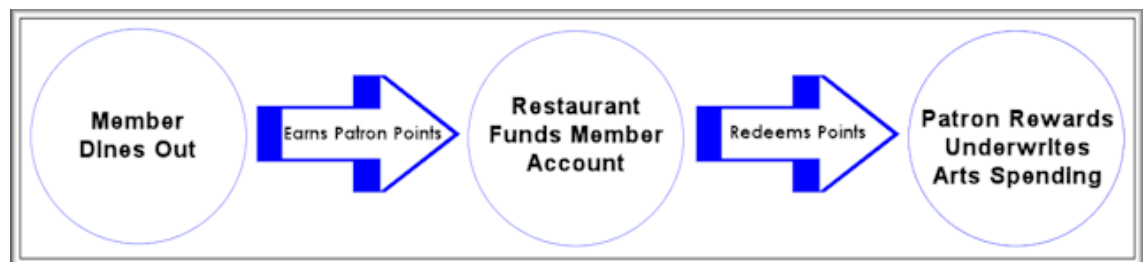
"The more audience members who join, the more funding you receive."

How it Works for Arts Organizations

Patron Points

Audience members sign up online to create a Patron Rewards account. When they dine out, participating restaurants contribute a percentage of each sale to fund the program. The funds then go into an account which underwrites each member's arts spending. It's like holding a fund raiser to sell more tickets every time your audience eats out!

By dining out at their favorite local restaurants, audience members quickly earn "Patron Points" they can redeem for cash savings on any purchases or donations made with your organization. Members earn 10% of whatever they spend on meals, plus additional bonus rewards for frequent dining. For example, on a \$50 dining bill, they would earn back \$5 in Patron Points.



Direct Funding

Arts organizations receive funds by enrolling in our cause marketing program. For every audience member who joins, arts organizations receive a contribution of \$2 for plus 1% of every dining transaction.

The only commitment is to invite your audience to join through your web site, email, newsletter and program guide communications. We provide lobby signs, postcards and a dedicated landing page for your audience to sign up. *The more audience members who join, the more funding you receive!*

Accountability

Transparency and accountability are the heart and soul of our mission and core values. We provide detailed online statements and reports showing how many audience members signed up, and how much underwriting and contributions we created for your organization and community.

**PATRON
REWARDS**



The Arts and Cultural
Rewards Network

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Getting Started

Enrollment

With Patron Rewards, the more audience members who join, the more funding you receive. Our program offers two kinds of support:

Community Underwriting:

To become eligible for underwriting, just sign up for a free listing in our directory of participating arts organizations.

Any arts group is eligible, and there are no resources or commitments required. By dining out at their favorite local restaurants, audience members quickly earn "Patron Points" they can redeem for cash-back savings on any purchases or donations made with your organization.

Cause Marketing:

To be eligible for direct funding, you must be a registered non-profit and invite your audience to join. Cause Marketing Partners receive a 1% contribution on every dining transaction, plus an additional \$2 for every audience member who joins. It's like holding a fund raiser every time your audience eats out!

Taste of the Arts Kick-Start Program

- Audiences win free tickets and dinner for two.
- Monthly drawing at our expense.
- Invite your audience to join.
- Identify their favorite restaurants.
- Helps raise the most funding possible.
- We sign the most popular restaurants.

**To get started, sign up for a free directory listing at
www.patronrewards.com/arts/funding**