

**PATRON
REWARDS**



The Arts and Cultural
Rewards Network

Quick Facts for Arts Organizations

WHAT IS PATRON REWARDS?

Patron Rewards is a new funding program that underwrites attendance, works better than sponsorship, and costs nothing for arts organizations or their audiences.

The program is simple: by dining out at their favorite local restaurants, audience members quickly earn Patron Points they can use for tickets, subscriptions, donations and education classes. What's more, Patron Rewards also contributes directly to your arts education and outreach programs.

WHO IS PATRON REWARDS?

Patron Rewards is a private social enterprise driven by a unique public service mission – ensuring that families enjoy greater access to arts and cultural opportunities. Simply put, our goal is to increase support of the arts by making it more affordable for everyone.

WHAT DOES IT COST?

Patron Rewards is *completely free for both arts organizations and their audiences*. Your organization keeps 100% of the funds audience members use. We're able to make Patron Rewards free because participating restaurants underwrite the program using a percentage of every member dining transaction.

HOW MUCH FUNDING WILL PATRON REWARDS CREATE?

A nationwide consumer survey we conducted found that *almost half of respondents would be interested in joining a free program* that rewards them with tickets just for dining out. For every 1,000 audience members who participate, Patron Rewards can generate as much as \$20,000 in funding when they dine out just 4 times a year.

HOW QUICKLY CAN AUDIENCE MEMBERS EARN FREE TICKETS?

Audience members earn Patron Rewards very quickly. For example, dining out once or twice is enough to earn a substantial ticket discount, while members can earn a free ticket by eating out just 3-4 times. The exact number of dining occasions needed depends on your ticket prices, and how much members spend at participating restaurants.

The PatronPartner Company

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HOW DOES MY ORGANIZATION BENEFIT?

► **INCREASE ATTENDANCE AND SUBSCRIPTIONS.** By making tickets and subscriptions more affordable, Patron Rewards helps boost audience attendance, renewals and first-time buyers. It's like holding a fundraiser that sells more tickets every time somebody goes out to eat!

► **FUND ARTS EDUCATION.** *Last year, more than 90% of schools experienced field trip budget cuts.* Patron Rewards helps expand cultural opportunities for children by making funds directly available for your education and outreach programs.

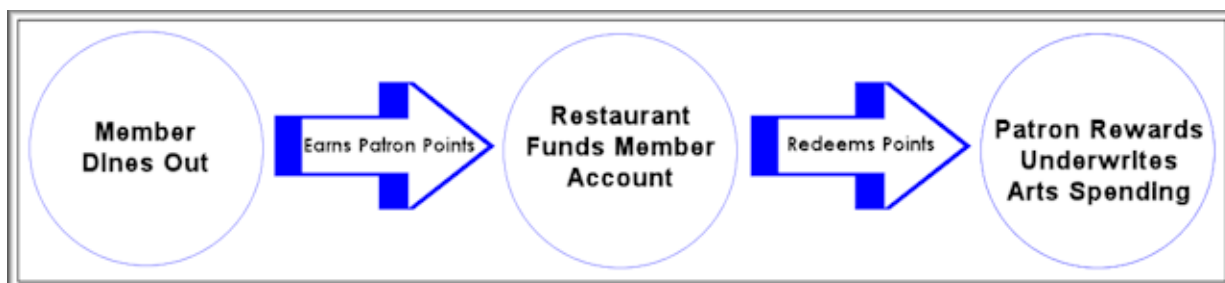
► **EXPAND BUSINESS SUPPORT.** Restaurants have a strong incentive to participate because Patron Rewards is completely measurable and performance-based, with funding tied directly to sales. By making it more profitable to support the arts – not just philanthropic – Patron Rewards helps expand the number of businesses which provide your organization with funds.

► **UNIQUE AUDIENCE BENEFIT.** Patron Rewards provides your audience with a unique benefit, paying for tickets, subscriptions, donations, education programs or even gift shop purchases – all at no cost! The bottom line – Patron Rewards makes it easier for audience members to support your organization.

HOW DOES IT WORK?

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!

In fact, the only thing we ask you do is to let your audience know about the program through your existing web site, email, newsletter, and program communications. For every one of your audience who sign up, Patron Rewards guarantees that a portion of the funds raised always goes back to your organization. The more of your audience who join, the more underwriting we create!



HOW DO I TRACK FUNDING?

Patron Rewards considers transparency and accountability as core values of our organization. To demonstrate this commitment, we provide detailed online statements, automated reporting and annual audits. For every dollar raised through participating restaurants, less than 35% goes toward the cost of program overhead, marketing and administration. Arts organizations can go online at any time to check how much funding and contributions were created for their organization.

ELIGIBILITY

To be eligible for enrollment in Patron Rewards, your organization must be a registered non-profit that completes the IRS Form 990, and designate a program coordinator to work with us on marketing and administration. To receive arts education funding under our "Culture for Kids" initiative, you must also offer children's education or outreach programs. If your organization does not offer such programs, it can still enroll in Patron Rewards, but will not be eligible to receive arts education funding.