



FRIENDS OF THE CENTER DINING & SHOPPING DISCOUNT CARD

Information and Application for Participating Businesses



EXECUTIVE SUMMARY

The Gallo Center for the Arts is launching a new benefit for members of its annual giving program, *Friends of the Center*. The program is a dining and shopping discount card that will be honored at restaurants, cafes, clubs and other merchants throughout the Greater Modesto area.

Currently the Center has more than 400 families and individuals who are immediately eligible to receive the card. Our Development Department is conducting a sustained marketing effort designed to double the number of Friends by the end of 2009.

The discount card program, which is available to anyone who makes an annual pledge of \$75 or more to the Center, will help facilitate the projected growth of our Friends program, while providing welcome new or increased business to merchants throughout the region.

The cost, benefits and an application for interested businesses are included in this package.

THE CARD



**10% Flat Discount for All Purchases
May Be Used at Any Time**

TERMS OF USE

(This disclaimer will appear on the back of the card.)

This card is an exclusive benefit for contributors to the Gallo Center for the Arts. When presented with photo identification, the card entitles the bearer to a 10% savings on total purchases at participating merchants in Modesto and neighboring communities. The card cannot be used in combination with any other promotions or discounts merchants may be offering. It is recommended that gratuities for restaurant purchases be based on the undiscounted purchase amount. Visit www.galloarts.org to view a complete list of participating businesses.

The back of the card will include the customer's printed name, signature, and the card's expiration date.

BUSINESS PARTICIPATION

- \$150 annual fee
- Inclusion on 'Gallo Center recommends' website page, with links to business websites
- Inclusion on "Gallo Center recommends" flyers given to Ticket Office visitors and distributed in the Lobby
- Promotion of card program and participating businesses to the Gallo Center's 25,000-household email database
- Recognition in our *Friends of the Center Newsletter* (10,000 printed and distributed every two months)
- Gallo Center provides decals for business window or door display:





**FRIENDS OF THE CENTER DISCOUNT
CARD PROGRAM APPLICATION**

(please print)

Business Name _____

Business Owner _____

Address _____

City _____ **Zip Code** _____

Telephone _____ **Website** _____

Applicant email address _____

Our check for \$150, payable to Gallo Center for the Arts, is attached.

Please charge \$150 to the credit card below.

Visa MasterCard American Express Discover

Card No. _____ **Exp** _____

Name as it appears on card: _____

Signature (if different than applicant's below) _____

We wish to take advantage of the Bonus Advertising Program described in your proposal. Please contact us to discuss this opportunity.

We understand that Gallo Center for the Arts reserves the right to decline an application if the nature of a business is deemed inappropriate for this program.

Applicant Signature:

_____ **Date** _____

Please mail or return your payment with the completed application to:
Development Department, Gallo Center for the Arts, 1000 I Street, Modesto, CA 95354.
Questions? Call us at (209) 338-5032.