



THE TIMES SQUARE ALLIANCE IS PROMOTING “TIMES SQUARE TASTE BUD STIMULUS PACKAGE” RECESSION SPECIALS TO ATTRACT DINERS TO TIMES SQUARE!

In an effort to support the district’s restaurants during these challenging economic times, the Alliance has created the *Times Square Taste Bud Stimulus Package* promotion to increase patronage to your business. We know that many of you are already offering special “recession pricing” or other deals designed to attract patrons, and the Times Square Alliance would like to jump on board with our own “stimulus package” to attract diners to the Crossroads of the World. The Times Square Alliance hopes you take advantage of this promotion and looks forward to working with your restaurant. There is no fee to participate.

PROGRAM DESCRIPTION – Each participating restaurant will provide a special “recession” offer for lunch and/or dinner. This offer should represent a real value to the consumer.

PROMOTION DATES – The *Times Square Taste Bud Stimulus Package* program will run from January 1, 2009 until the 31st. Participating restaurants must offer their special recession promotion for the full length of the program.

PROMOTIONAL SUPPORT - The Times Square Alliance will promote the program and your restaurant via:

- Presence in the Times Square Information Center
- The official Times Square website, TimesSquareNYC.org with a link to your website
- In the e-newsletter with over 12,000 subscribers
- Press Release

SUGGESTED OFFERS

- Discount: 15% off total lunch and/or dinner bill
- Special fixed price menus
- Free dessert with dinner
- Other offers that provide real value

SUBMIT

Fax to: 212.768.0233

Attn: Belle Domingo

Subject: “Times Square Taste Bud Stimulus Package”

Email restaurant logos to BDomingo@TimesSquareNYC.org

CONTACT

Belle Domingo

BDomingo@TimesSquareNYC.org

P: 212.452.5210

Sincerely,
Lori Raimondo
Vice President of Marketing



TIMES SQUARE TASTE BUD STIMULUS PACKAGE SUBMISSION FORM

RETURN TO: FAX – 212.768.0233

Please clearly print all business information as it should appear in the promotion.

Restaurant Name: _____

Restaurant Address: _____

City: _____ State: _____ Zip: _____

Cross street: _____ Business phone: (_____) _____

Website: _____

YES, my business will provide the following special offer:

NO, my business will not participate in this program but would like to continue receiving information of future opportunities

AGREEMENT AND ACCEPTANCE:

I acknowledge that, by agreeing to participate in the *Times Square Taste Bud Stimulus Package* promotion, my restaurant will adhere to all required guidelines, as mentioned and including but not limited to: a) all patrons are eligible to participate in this promotion b) promotion must run for the entirety of the Promotion Period of 1/1/09–1/31/09. Failure to abide by these guidelines may result in dismissal from future Times Square Alliance promotions.

Authorized by: _____

Title: _____

Signature: _____ Date: _____

Phone: (_____) _____ Fax: _____

Email: _____

(For office use only)

NOTE: Times Square Alliance hereby disclaims any responsibility for any errors, incorrect information or other misprints that may appear in advertising and promotional materials.

