



January 8, 2010

Dear Restaurants,

WE'RE PROMOTING "FREE LOVE IN TIMES SQUARE" TO ATTRACT THEATERGOERS AND DINERS DURING THE COLD WINTER MONTHS BY CAPITALIZING ON ALL OF THE VALENTINE'S DAY ACTIVITY TO KICK OFF A SEVEN WEEK PROMOTION.

Times Square is home to over 300 restaurants, 62,000 live entertainment seats, and almost 16,000 hotel rooms. We know that many of you are already offering special menus or deals designed to attract patrons for Valentine's Day, and the Times Square Alliance would like to combine your efforts to attract theatergoers and diners to the Crossroads of the World starting right before Valentine's Day through the end of March. We hope you take advantage of this promotion and look forward to working with your restaurant. **There is no fee to participate.**

TIMES
SQUARE
ALLIANCE

For the second year in a row, the Alliance will also be unveiling a heart sculpture on Duffy Square on Thursday, February 11, 2010. In the fall of 2009, the Times Square Alliance invited four NYC design firms to develop proposals for a Valentine for Times Square. Moorhead and Moorhead's "Ice Heart" won the invitational competition. Visitors can snap photos in front of the 10 foot heart which will be made completely of ice. (See attached rendering of the Ice Heart sculpture.)

PROMOTION DATES – The "Free Love in Times Square" promotion will run from **Monday, February 8 - Wednesday, March 31, 2010**. Participating restaurants must offer their special deals for the full length of the program to be considered part of the program and receive promotional support.

PROMOTIONAL SUPPORT – "Free Love in Times Square" will be promoted via:

- Dedicated "Free Love in Times Square" page on the official Times Square website, TimesSquareNYC.org with a link to your website
- Times Square Alliance e-newsletter(s) sent to over 15,000+ Times Square employees, residents and visitors
- Times Square Alliance Facebook (80,000+ fans) and Twitter (4,500 followers) promotions
- Promotion in the Times Square Information Center
- Possible media partnerships
- Press release and PR blitz

PROGRAM DESCRIPTION - Each participating restaurant has several options in which they participate. We hope you take advantage of them all!

- **DEAL/DISCOUNT:** Provide a special offer or discount. This offer should represent a real value to the consumer, examples include
 - 15% off total lunch and/or dinner bill
 - Special "Free Love in Times Square" pre-fixed menus
 - Free dessert, appetizer or glass of wine with meal
 - Other offers that provide real value



- **DEVELOP:** Add a limited time “Free Love in Times Square” specialty dish, dessert, or drink (Valentini) to your menu
- **DONATE:** Donate gift certificates (ex. value of dinner for two) to your restaurant that will be used to promote the program.
- **DECORATE:** Decorate your storefront with the “Free Love in Times Square” theme (your own interpretation!)
- **DO:** Host an event related to Valentine’s Day, examples include
 - Singles mixer
 - Speed dating
 - Poetry reading
 - Wine tasting
 - Live entertainment
 - Dance classes
 - Couples/singles cooking class
 - Love themed karaoke night
- **DISCOVER:** Come up with your own creative idea and share!

We encourage all of you to promote your Valentine’s Day menus, offers and events under the “Free Love in Times Square” name in your restaurants (menus, signage, etc) and on your websites. In return, customers may ask about the “Free Love in Times Square” menu or special.

The Times Square Alliance will be asking other local business and attractions including Broadway theatres and hotels to do something in the spirit of “Free Love in Times Square” during this promotional period. In addition to the heart sculpture, the New Year’s Eve ball will feature a Valentine’s Day inspired design and street pole banners with artists’ interpretation of the word “love” will be displayed though out Times Square.

IF INTERESTED, PLEASE RETURN COMPLETED FORM BY FRIDAY, JANUARY 22, 2010.

We look forward to working with you and thank you in advance for your support and involvement in this program!

SUBMIT FORM:

Fax to: 212.768.0233
Attn: Belle Domingo
Subject: “Free Love in Times Square”
Or email form to
BDomingo@TimesSquareNYC.org

CONTACT:

Belle Domingo
BDomingo@TimesSquareNYC.org
P: 212.452.5210

Sincerely,

Lori Raimondo, Vice President of Marketing



"FREE LOVE IN TIMES SQUARE" RESTAURANT PROMOTION SUBMISSION FORM

DEADLINE: FRIDAY, JANUARY 22, 2010

RETURN TO: FAX – 212.768.0233

ATTN: BELLE

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

Restaurant Name: _____

Restaurant Address: _____

City: _____ State: _____ Zip: _____

Cross street: _____ Business phone: (_____) _____

Website: _____

Contact person: _____

Title: _____

YES, my business will provide the following special offer:

Restrictions? _____

YES, my business will create a limited time dish or drink to your menu.

YES, my business would like to donate gift certificates for promotions.

Quantity _____ Amount _____

YES, my business will decorate my storefront

Description: _____



"FREE LOVE IN TIMES SQUARE" RESTAURANT PROMOTION SUBMISSION FORM CONTINUED
RETURN TO: FAX – 212.768.0233 ATTN: BELLE

YES, my business will be hosting an event

Date: _____ Time: _____ Cost: _____

Description/Details:

OTHER IDEAS: _____

Help us improve the promotions by tracking the results of the "Free Love in Times Square" promotion. We are asking you to keep track and share the number of people who participated in the promotion at your business. Results will remain confidential.

YES, my business will be tracking the results of the "Free Love in Times Square"

AGREEMENT AND ACCEPTANCE:

I acknowledge that, by agreeing to participate in the **Free Love in Times Square** restaurant 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 **2/8-3/31**. 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.



Moorhead and Moorhead's "Ice Heart" will be unveiled on Thursday, February 11, 2010 on Duffy Square.

<http://www.timessquarenyc.org/valentine/Valentine.htm>