



WE'RE PROMOTING "FREE LOVE IN TIMES SQUARE" TO ATTRACT THEATERGOERS, VISITORS AS WELL AS LOCALS 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 deals designed to attract patrons for Valentine's Day. The Times Square Alliance would like to combine your efforts to attract visitors to the Crossroads of the World starting not only on Valentine's Day but throughout February and March. We hope you take advantage of this promotion and look forward to working with your business. **There is no fee to participate.**

For the second year in a row, the Alliance will also be unveiling a heart sculpture on Duffy Square on Thursday, February 11, 2010. 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 retailers and attractions/entertainment venues 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 (currently 80,000+ fans) and Twitter (currently 4,500 followers) promotions
- Promotion in the Times Square Information Center
- Possible media partnerships
- Press release and PR blitz

PROGRAM DESCRIPTION - Each participating retailer and attraction/entertainment venue 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
 - Retailers**
 - 15% off bill or specially marked "Free Love in Times Square" merchandise
 - Free "Free Love in Times Square" gift with purchase
 - "Free Love in Times Square" themed merchandise display
 - Coupon with discount on next visit
 - Other offers that provide real value
 - Attractions/Entertainment venues**
 - 15% off tickets
 - Two for one specials
- **DONATE:** Donate gift certificates (ex. value of \$20, 2 tickets, etc) to your business 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
 - Makeovers
 - Speed dating
 - Live music
 - Personal stylists
 - Dance classes
 - 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 offers and events under the "Free Love in Times Square" name in your retail location or entertainment venue (signage, etc) and on your websites. In return, customers may ask about the "Free Love in Times Square" special.

The Times Square Alliance will be asking other local business and attractions including Broadway theatres, restaurants, retailers and entertainment venues 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 throughout Times Square.

IF INTERESTED, PLEASE RETURN COMPLETED FORM BY MONDAY, JANUARY 25, 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"
RETAIL/ATTRACTION/ENTERTAINMENT VENUE PROMOTION
SUBMISSION FORM**

DEADLINE: MONDAY, JANUARY 25, 2010

RETURN TO: FAX – 212.768.0233

ATTN: BELLE

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

Retail/Venue Name: _____

Retail/Venue 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 would like to donate gift certificates for promotions.

Quantity _____ Amount _____

YES, my business will decorate my storefront, etc

Description: _____



**"FREE LOVE IN TIMES SQUARE" RETAIL/ATTRACTION/ENTERTAINMENT VENUE PROMOTION 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*** retail/attraction/entertainment venue 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>