



Dear Area Restaurant and DWT Playbill Advertiser:

A night out on the town! Promoting dinner and a show is an important part of our message. Take in an incredible meal like only Asheville can offer, enjoy a top-notch Mainstage performance at the Diana Wortham Theatre, and then end your evening with drinks/desserts, all in the heart of Asheville.

With that message in mind, and by request from some of our restaurant advertisers, you are invited to participate in our pilot **DWT Dinner Deal** program, exclusively for those drinkeries and eateries like you who advertised in our 2011/2012 playbill.

Here's how it works:

If you are a 2011/2012 playbill advertiser, then tell us what your "deal" will be for our patrons: a free appetizer, 2-for-1 entree, a percentage off the total check, or some other special of your choosing. Ask our patrons to mention the deal, or show their DWT ticket, to get the deal.

We'll promote your Deal with:

- One e-blast promotion in 2012 exclusively for your restaurant to our 6,000+ eNews subscribers
- Ongoing, season-long promotion of your restaurant's deal in our e-newsletter in a special section devoted to the Dinner Deals
- Your special offer promoted on Diana Wortham Theatre's home page
- One playbill insert in one 2012 show promoting your restaurant (you print and provide; we stuff for \$50 fee)

Diana Wortham Theatre would like to work with you to put your Dinner Deal in place for the remainder of the 2011/2012 season. Please contact me with questions and to participate in this exciting new opportunity.

Best,

Elly Wells
Marketing Director
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