

# DINING PARTNER MEDIA KIT & RATE CARD

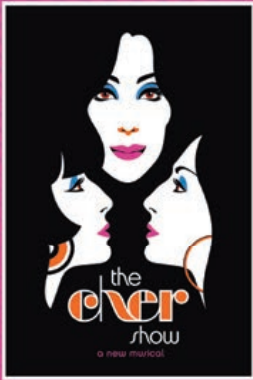
2024  
2025 SEASON



OCT 29–NOV 3, 2024



DEC 17–22, 2024



MARCH 18–23, 2025



APR 22–27, 2025



JUL 8–20, 2025



JUL 29–AUG 3, 2025

BROADWAY★SAN JOSE

A NEDERLANDER PRESENTATION

# THE DINING PARTNER TIERS

Show Playbills



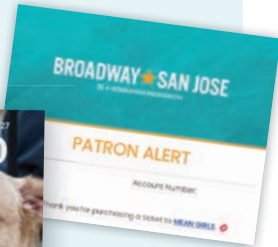
Dining Partners Page in the Show Programs



App Push Notifications



Patron Eblasts



We have a special place in our hearts—and in our season—for local restaurants.

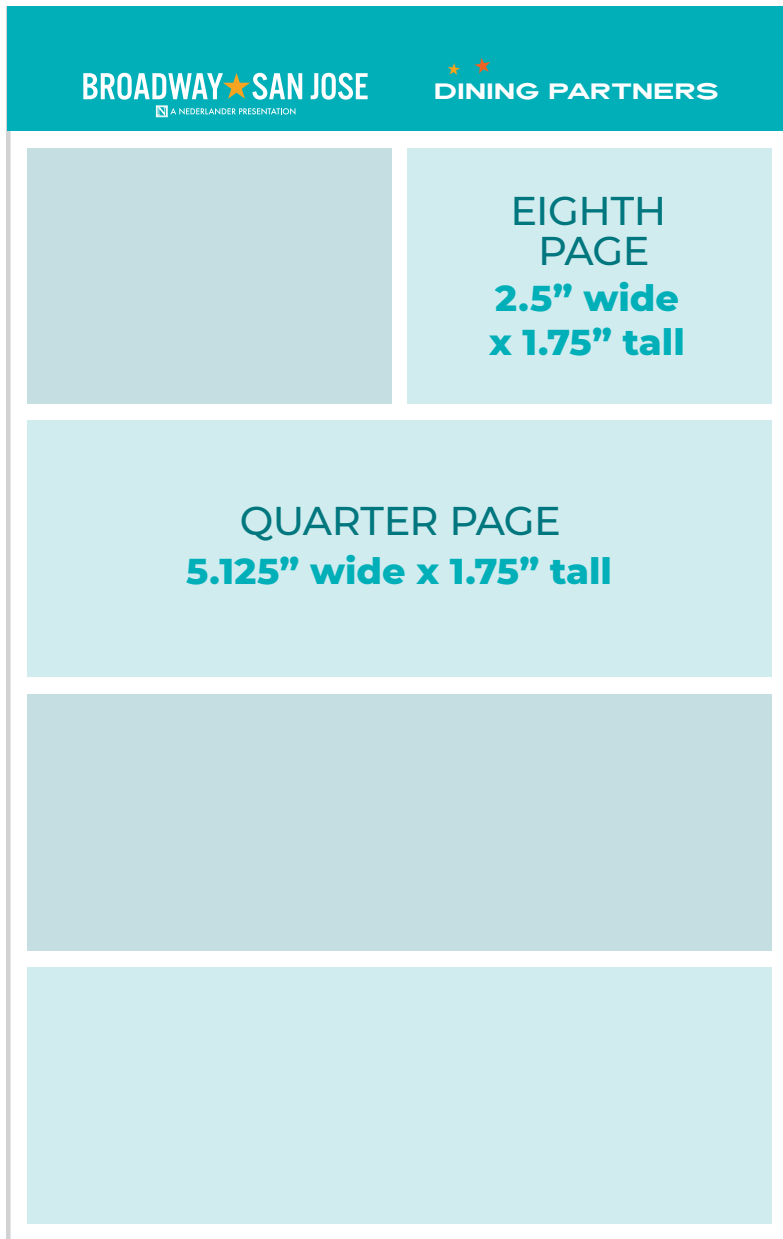
We are excited to introduce 3 tiers of Dining Partnership for the 2024/25 Season. Each tier provides marketing opportunities to advertise your business to our patrons.

— CHOOSE A DINING PARTNER TIER —

BENEFITS	STARTER \$500	FEATURED \$1000	SPOTLIGHT \$3000
<p><b>Dining Webpage Listing</b></p> <p>Your listing includes a logo, a short description, hours of operation, address and phone number. You can include a special discount for our patrons to track the performance of your ad! The BSJ app is linked to this webpage as well.</p>	✓	✓	✓
<p><b>Program Ad Space</b></p> <p>Our patrons browse through the programs before, during AND after the show. It is a keepsake item for many fans so we print approximately 18K copies for each week of performance. The program is also available digitally on our website permanently under Digital Programs.</p>	QR CODE TO DINING WEBPAGE	QR CODE TO DINING WEBPAGE	QUARTER PAGE AD
<p><b>In-Theater Signage</b></p> <p>One pull-up banner will be on display in during our shows to market our Dining Partners.</p>	QR CODE TO DINING WEBPAGE	LOGO INCLUSION	LOGO & DESCRIPTION
<p><b>Patron Alert Eblast</b></p> <p>All ticketholders receives this eblast prior to each show to prepare them for their visit. The list size is approximately 7,500 addresses for one week of performance.</p>	LINK TO DINING WEBPAGE	LOGO INCLUSION	LOGO INCLUSION
<p><b>Social Media Post</b></p> <p>We have close to 10,000 followers on Instagram and 13,000 followers on Facebook.</p>	N/A	1 PER SEASON	1 PER SEASON
<p><b>BSJ App Push Notification</b></p> <p>We have over 8,000 registered users. The majority of season subscribers use our app to access their mobile tickets.</p>	N/A	N/A	1 PER SEASON

# PROGRAM AD SPECIFICATIONS

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## SHOW PROGRAM ADS

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If you don't have an ad prepared, but would like to be a dining partner, **we can create one for you for \$100.**

Simply provide:

- **Your logo in EPS or PDF format**
- **A 300dpi photo in JPEG format**
- **Copy in a Word document, including location, contact info and a patron offer**

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Learn about additional marketing opportunities such as **dedicated email blasts** to our patrons and **signage at the theatre** by emailing [rrodriguez@broadwaysanjose.com](mailto:rrodriguez@broadwaysanjose.com).

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**HITS. CLOSE TO HOME.**

**BROADWAY★SAN JOSE**  
IN A NEDERLANDER PRESENTATION

**BROADWAYSANJOSE.COM**