



A Downtown Business Marketing Opportunity with The Center for Art & Entertainment

Granted monies from the Community Foundation of Henderson County, the City of Hendersonville and NC Cares to "open safely," The Center for Art & Entertainment at 125 S. Main is excited about opening April 9th weekend with our theatre downsized (see chart at www.thecenterae.org) after having invested tens of thousands of dollars in Safety Protocols and Staff Training.

We are equally excited to offer to Downtown Businesses the **PERX** Program given to each ticket buyer offering an incentive to visit your restaurant or shop before or no more than 7 days after the show date. Evidence of ticket purchase will be provided to you.

THERE IS NO CHARGE TO YOU TO PARTICIPATE!

As a **PERX** participant you will receive:

- 1. A business listing with offered PERK on the printed flyer distributed at each show
- 2. A business listing with offered PERK on the email flyer sent to each ticket buyer
- 3. A business listing on the theatre website as a Downtown Partner (no PERK listed)
- 4. A business listing on the Downtown Partner page of our virtual Playbill (no PERK listed)

As a **PERX** Partner, we ask that you:

- 1. Commit to honoring the PERK that you offer
- 2. Commit to forwarding the CAE show info to your list or post on your FB page under a subject i.e. As a partner of *The Center for Art & Entertainment*, we are pleased to share with you (or something similar)

NOTE: PERX CAN BE CHANGED SEMI-ANNUALLY. DEADLINE FOR PARTICIPATION IS MAR.1, 2021.

We are pleased to offer professional shows that will excite our audiences and bring them to their feet. Entertainers as Peter Noone Unplugged (of Herman's Hermits), Lance Lipinsky and The Lovers (https://www.youtube.com/watch?v=p9OHDmMaW_E&feature=youtu.be),

Cindy Williams (LaVerne and Shirley) and Don Most w/ Linda Purl (Happy Days) will make this re-launch season exciting and memorable along with socially distanced lobby events as **Coffee with The Cops** and **Coffee with The Mayor**.

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**PLEASE COMPLETE THE FOLLOWING AND EMAIL TO [Jeanie@thecenterai.com](mailto:Jeanie@thecenterai.com) (or stick it in our mail slot!) BY MARCH 1.**

LISTING NAME \_\_\_\_\_

LISTING ADDRESS \_\_\_\_\_

LISTING PHONE NUMBER \_\_\_\_\_ PUBLISH? Y N

LISTING EMAIL \_\_\_\_\_ PUBLISH? Y N

PERK: *You will be sent a copy to approve before publishing.* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

DATE: \_\_\_\_\_