



HIVE PROJECT

FEATURED RESTAURANT PARTNERSHIP AGREEMENT

THE HIVE PROJECT IS A BOLD COLLABORATION BETWEEN THREE OF THE BAY AREA'S MOST REVOLUTIONARY THEATER COMPANIES. **Crowded Fire, Gritty City, and Ubuntu** have joined forces to cross-pollinate their most loyal audience members through a long-term theater-sharing collective! The HIVE, a diverse cohort of 25 individuals handpicked by the Artistic Directors of the HIVE theaters, will undergo a year-long theater-sharing program that includes five group events: a launch party, dinner and a show at each theater, and a closing celebration. The goal is to test out a new approach to audience development, one rooted in sharing and collaboration - and to create ambassadors, for our spaces, plays, theaters, and for our partners! As a joint project between three well-regarded non-profit theaters, we have a lot to offer our partners:

As a Featured Restaurant Partner, your restaurant will receive:

- Inclusion of your restaurant name and logo on all three theater's websites through May 2019
- Inclusion of your restaurant name and logo on all HIVE promotional materials
 - Postcard that will be inserted in every program for the next season of all three theaters, reaching approximately 9,500 patrons.
 - Prominent placement as a Featured Restaurant Partner in each theater's newsletter introducing the HIVE, reaching approximately 9,500 email recipients.
 - Logo placement on at least 2 email blasts from each theater(total of 6/year)
 - One social media shoutout for your restaurant from each theater
- Direct promotion and interaction with your restaurant for all HIVE members
 - Dedicated discount offers to drive business outside of special events: 20% or a free drink/dessert/appetizer to any patron showing a HIVE postcard
 - Preferred restaurant status for HIVE members interested in hosting groups before any show
 - Logo placement on each email we send to HIVE members
- Exclusive sponsor rate for advertising in future programs for any of the participating HIVE theaters.
- Three vouchers, each good for two (2) tickets to an upcoming show at Crowded Fire, Gritty City and Ubuntu
- All gift certificates and discounts are tax-deductible as in-kind donations
- Your restaurant is close to Gritty City Repertory, so will continue to get business year-round

For inclusion as a Featured Partner, the HIVE project will receive:

- Space in your restaurant for 1 pre-show dinner event plus 30% discount on food and drink ordered
 - **OR** \$200 in Gift Certificates for use at your restaurant. Certificates must be good through May 2019
 - **OR** \$200 of catering (platters) for HIVE dinners. Event catering includes additional onsite signage
- Dedicated discount or free specified appetizer or dessert (of at least 20% of hosted food item) for any person who shows the HIVE postcard

I agree to the above conditions in regard to the promotional partnership with the HIVE Project.

Restaurant Representative

Nailah Harper-Malveaux, HIVE Project Manager