



Benefits and Requirements for Participating Businesses

Reel Deals for Members: Discounts for Cinema Arts Centre Members is a partnership between the Cinema Arts Centre and over 100 local restaurants, businesses, and service providers designed to:

- Encourage 10,000 Cinema Arts Centre Members to dine and shop with locally-owned businesses, keeping more money flowing through our local economy
- Utilize the Cinema Arts Centre's vast multi-channel outreach to promote local businesses
- Build customer loyalty for the Cinema Arts Centre and for your business
- Enhance the value of Cinema Arts Centre Membership by providing exclusive local discounts to CAC Members

Participating businesses sign on for two-year terms, which will expire if not renewed. There is no fee to participate. Participating businesses must:

- Be locally owned and operated
- Offer a discount of at least 10% that is an exclusive offer to Cinema Arts Centre Members (restrictions may apply, e.g. "not combinable with other offers," "excluding alcohol")
- Offer discount for ongoing products/services, **not** for initial consultations or new customers only
- Complete and sign an official application form
- Display our window cling to let customers know you are part of the program (service-providers with no store-front or public space are exempted from this requirement)
- Keep staff informed and trained to ensure delivery of discount to CAC Members
- Subscribe to Reel Deals for Members monthly e-newsletter to stay informed about program developments and opportunities

Participating businesses will receive the following benefits:

- Listing in Reel Deals for Members printed brochure (printed annually)
- Clickable listing on mobile-responsive website
- Opportunity to have offer advertised in our Monthly Program Guide (by rotation with priority given to businesses who also provide in-kind or financial sponsorship of CAC programs; distribution 20,000, including direct mail to over 7,000 homes)
- Opportunity to have offer advertised in our pre-screening slideshow (by rotation with priority given to businesses who also provide in-kind or financial sponsorship of CAC programs; over 10,000 monthly visitors)
- Opportunity to have offer advertised in our twice-monthly community e-newsletter (by rotation with priority given to businesses who also provide in-kind or financial sponsorship of CAC programs; over 20,000 subscribers)
- Opportunity to have offer featured through CAC's popular social media pages (by rotation with priority given to businesses who also provide in-kind or financial sponsorship of CAC programs; over 15,000 combined followers)
- Special discounts on selected sponsorship and advertising opportunities

The Cinema Arts Centre, at its own discretion, may choose to decline inclusion to any business.

For more information, please contact Rene Bouchard, Director of Development
at (631) 423-7610, ext. 18 or rene@cinemaartscentre.org.