



RUTH B. SHANNON  
CENTER FOR THE  
PERFORMING ARTS  
WHITTIER COLLEGE

Dear Local Business Owner,

For over twenty-five years, the Ruth B. Shannon Center for the Performing Arts at Whittier College has been bringing exciting live performances to the local community. As you may be aware, the performing arts has seen a decline in attendance in recent years. Part of this is due to the cuts in arts education in the schools. In order to encourage the younger generation to not lose touch with music, theatre, and dance productions, we have reached out to the local K-12 schools to have students come in and see these live performances, often for free. The response has been great, but we want to reach more people. This is where you come in, and hopefully we are able to reach for customers for your business as well.

In our desire to bring more patrons into both our theatre and your business, we have come up with an idea that we think everyone will love. Our idea is to encourage the Shannon Center patrons to visit your business when they come to our events by offering them an incentive. By having them show you a Shannon Center ticket or ticket stub, you could offer them some sort of special offer on their purchase, such as a discount (10% on any purchase?), free dessert, or free beverage. All businesses that sign up for this will be listed on our website, along with their special offer.

If you are interested in participating in this, please fill out the information below and send the form in to Shane Cadman, Theatre Manager of the Shannon Center. Thank you for your consideration.

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_

Business Website Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Special Offer: \_\_\_\_\_