

BROADWAY UTICA MEMBER PERKS PROGRAM

JOIN OUR EXCLUSIVE COMMUNITY AND GROW YOUR BUSINESS!

We're excited to invite local businesses and community organizations to be part of our Member Perks Program for the 2025–2026 season! By partnering with Broadway Utica, you'll get the chance to showcase your products, services, and special offers to our loyal members. It's a great way to drive business, increase visibility, and connect with the Broadway Utica community—all for free! Sign up today and start offering exclusive perks to our active members.

WHAT YOU GET AS A PARTNER

- **Free Enrollment** in our Digital Member Perks Guide (video and pictures can be added).
- **Exposure** in our **online catalog** (viewed by all Broadway Utica members).
- **Promote your business:** Advertise discounts, products, food items, admissions, and more!
- **Real-time updates:** Change your offers anytime through the membership period.
- **No Cost** to participate—this is a free opportunity for local businesses.

HOW IT WORKS

- Broadway Utica members will **present a card** to access your discounts and offers for in person offerings. If you have an online offer, we will only send the custom code or coupon to our active members.
- **Featured in the Digital Guide:** Your business, discounts, and offerings listed for members. We will email this to all our members a minimum of one time a month via email. In addition there will be a landing page they can access at any point to view.
- **Flexible Offers:** Update your discounts anytime, no hassle
- **Get Noticed:** Showcase your products or services to a dedicated local audience.

HOW TO JOIN

- Simply complete our **Google Form** to enroll
- Easy and free to sign up!

For more information please reach out to

Danielle Padula

Executive Director of Broadway Theatre League of Utica

Danielle@BroadwayUtica.org or **315-624-9444**