

WCNY connect | card



GET NEW CUSTOMERS

WCNY will introduce your establishment to our 14,000 members, their friends, and families, AND to our potential audience of 1.8 million viewers across 19 counties. In exchange for your single-use, 2-for-1 or other discount you will receive:

- ▶ **TV, Radio, Digital, Social and Print Promotions**
- ▶ **Professional Production of Ads and Digital INCLUDED**
- ▶ **All for NO CASH**



In 2017, PBS was named the most trusted institution in America*

for the 14th year in a row. When your business partners with WCNY Public Media and our Connect Card program, you get the instant trust and credibility you only get with PBS. *Source: Survey Sampling International (SSI), January 2017.



PARTNER BENEFITS

NO CASH	There are NO out-of-pocket costs with this program. Just welcome new customers as they present their WCNY Connect Card for a single use, 2-for-1 or other discount savings.
PROFESSIONAL PRODUCTION SERVICES	Our team of professionals will create high quality, multi-platform assets (TV, radio, digital, print) to showcase your business as part of the promotion of our Connect Card member benefit. Production may include assets you provide or use WCNY assistance for photography, graphic design, and/or copywriting.
TV PROMOTIONS	Promotion on WCNY's 5 Channels: PBS, Create, GLOBAL CONNECT, HowTo, and WiCKNeY KIDS. Your business highlighted in Connect Card promotional spots. These professionally produced spots will air in rotation across our 5 TV channels, reaching a potential audience of 1.8 million viewers across Central New York, the Finger Lakes, and the Mohawk Valley.
RADIO PROMOTIONS	Your business highlighted in Connect Card promotional announcements in rotation on our Classic FM, Jazz, and Oldies HD radio stations; reaching listeners across Central New York, Finger Lakes, Mohawk Valley, and Southern Ontario Canada.
WEB / DIGITAL	WCNY.ORG Your business featured in the WCNY Connect Card directory special section of our website. Your promotion will feature 1- 4 photos, a 75-100 word description, a sample list of 5 featured menu items or attraction features, and a link to your website. PLUS a Connect Card app is in development that will promote your business to members wherever they go!
EMAIL MARKETING & SOCIAL MEDIA	THE WCNY E-GUIDE / SOCIAL PLATFORMS Your professionally designed banner ad featured in our weekly e-newsletter twice a year; reaches approximately 16,000+ subscribers and links to your website, plus additional promotion in rotation through our social media channels.
PRINT	WCNY CONNECT MAGAZINE Your business promoted in a special feature highlighting WCNY benefits including the Connect Card partners and select additional promotions. WCNY CONNECT CARD DIRECTORY Your business included in our printed Connect Card directory that is provided annually to members.

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Why Partner with WCNY's Connect Card?

- WCNY members are introduced to you and welcomed to your door. That means our 14,000 members, their friends and families are potential new customers.
- This program requires **NO CASH** from you. All you do is welcome Connect Card holders with single use, 2-for-one entrées or attraction admission discounts.
- Your business shares in multi-media promotion on TV, radio, digital, social, and print.
- Beyond our member base, our on-air promotions of this program reaches 1.8 million potential viewers and listeners in Central New York, Mohawk Valley, Finger Lakes and Southern Ontario Canada.

PLUS

- There are **NO hidden fees, or up-front, out-of-pocket costs** with this program.
- Your business will enjoy robust promotion that will showcase your establishment year round.
- At your request, WCNY will provide assistance with copywriting and/or photography.

How does it work?

- Contact us to get the ball rolling. We'll respond promptly to set up a time to answer any questions you may have and talk about the latest promotions we have planned for Connect Card. If you decide the program is a good fit for your business, we agree to move forward with a contract.
- We'll send a welcome packet with everything you need to get started. Fill out the Partner Profile Form as soon as possible so we can develop your unique promotional listing for the web and the Connect Card app. *We'll be happy to assist if needed with copy or photos to create a standout listing for your company.*

Familiarize your staff with Connect Card, using simple instructional materials in the packet so your staff will be ready to honor the card and process your discount. Put up the Connect Card window cling we provide, ensuring customers know you're part of the program, and you're ready to go!

- Meanwhile, we'll use the information you provide on the Profile Form to post your listing to the web, include it in the Connect Card app, and launch an announcement campaign to our members, informing them that your business has joined Connect Card.
- Finally, you welcome new customers and grow your business! When these visitors and their guests enjoy a great time with you, they are likely to come back again and tell others about their great experience. And we benefit from happy members, proudly connecting them to wonderful businesses like yours!

Connect Card FAQ

1. How will my business be promoted?

First, we'll develop a great listing for our online directory and mobile app that warmly promotes the best aspects of your establishment. Your establishment will be added to the directory that's mailed to new and renewing members with their connect card. We'll prepare announcements for our weekly e-guide to members, for the Connect Card app, and a social media announcement. On an ongoing basis, you'll be featured in rotation in promotional spots on-air, in our magazine, and on the Connect Card landing page. *Should you wish to bump up the promotions even more at a future point, we can discuss another NO CASH pop-up benefit strategy that can drive concentrated customer traffic in a short period of time.*

2. Are there hidden costs to this program?

There are NO out-of-pocket costs associated with participating in this program. Your only expense is the single-use, 2-for-1 entrée discount you provide to Connect Card holders. Card holders must pay for one entrée to use the discount. Other charges, for drinks and additional food items, are not discounted.

3. How do I honor a Connect Card?

The member's party will order two or more entrées. When it comes time to pay the bill, the member will present a valid Connect Card. You will deduct the least expensive entrée from the bill and black out your assigned code number from the grid on the back of the card. Return the card to the member with your receipt.

4. Can I restrict the use of the card on holidays or during special events?

Yes, we inform members that restaurants have the right to restrict the card for the following holidays: New Years Eve, New Years Day, Valentines Day, St. Patrick's Day, Easter, Mother's Day, Fathers Day Memorial Day, Fourth of July, Labor Day, Thanksgiving, Christmas Eve and Christmas Day. Also Canada Day, Remembrance, Victoria and Boxing Days in Canada. Of course, you may choose to welcome Connect Card guests on holidays if you wish. You may also restrict the use of the card during your own special events. We request that you note these restrictions in your listing so card holders are aware of these limitations.

5. Can multiple Connect Card discounts be used by a group of card holders?

Our policy states that the 2-for-one benefit is provided ONLY when one entrée is paid in full. This means that two members CANNOT cancel out the bill for each other. Our policy does allow for multiple members in one group to pay for entrées and, using separate Connect Cards, on separate bills, enjoy the 2-for-one benefit. The lesser cost entrée should be deducted from the bill of a member "treating" another person.

6. Can Connect Card discounts be combined with other discounts?

No. Our policy states that Connect Card cannot be used in combination with other discounts or coupons.

6. Does Connect Card reduce the tax or tip?

No. Taxes and tips should be calculated on the total bill. Our policy also states that in no circumstances is "cash back" an option.

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SAMPLE RESTAURANT WRITE-UP



To promote your restaurant, we will need the following information. Visit wcny.org/connect-card-partners to complete this info online.

← 1-4 GREAT photos

Red Penny Café

← Restaurant full name

★ **2-for-1 entrée, dine-in only.**

📍 432 Lodi Boulevard
West Syracuse, NY 13000

← Address

☎ 315-555-5678

← Phone

🌐 www.atlasbowl.com

📖 Directions

🕒 Mon. - Thur. Noon to 10:00 p.m.
Fri. & Sat. Noon to Midnight

← Hours

\$\$\$ Located in the historic Salt District atop Lodi Hill, Red Penny offers an eclectic lunch and dinner menu that reflects the cultural traditions of the two owners: Peruvian recipes handed down to Maria Gonzalez-Perez, and American country classics from co-owner Betsy Field's family farm in Monroe. Patrons call the fusion of their styles "inspired comfort food." The menu changes monthly, featuring seasonally available local ingredients. The restaurant is located in the historic Baker Foundry Building and the dining room offers charming views of busy street life. Reservations, though not required, are strongly encouraged on weekends.

← Engaging description that captures the essence of your restaurant. 75-100 words

From the Menu

Anisettini

Vodka martini with anisette, a twist of Meyer lemon, and a splash of house-made bitters

Shrimp stuffed grapefruit

A hollowed grapefruit shell holds thin slices of ruby grapefruit, avocado, and shrimp ceviche in a light coconut-cilantro dressing.

Mari's Best Chimi

A crisp flour tortilla surrounds a spicy chicken molé filling served on a bed of creamy, chive-y, fava bean puree and a drizzle of Mari's famous hot sauce.

Sunday Pork and Beans

Boneless, country ribs and navy beans braised in dry Marsala wine with sundried tomatoes, garlic and ancho peppers served on soft polenta.

Coffee Crème Caramel

Rich, satiny, coffee-infused custard with a dark, semi-sweet caramel sauce.

Sample offerings from your menu. Food or drink, but preferably your signature dishes, customer favorites, or representative of the kind of food you usually serve. 4 - 6 items with descriptions up to 30 words each.

WCNY staff will be happy to work with you to arrange for photography or assist with copywriting. Our goal is to make your restaurant a standout, must-visit, choice for our members and their friends and to help you grow your business!

\$\$\$ Less than \$10

\$\$\$ \$10 - \$30

\$\$\$ \$30 +

← Average Entree Price

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LOCAL REACH

19 counties, 500,000 households
and nearly 2 million people

