



Night Out

What Is It?

IndyDining “Night Out” is an evening (or series of evenings) sponsored by a restaurant listed on **IndyDining**. The sponsor will offer **IndyDining** Members a (very) special deal on their meal.

How Does It Work?

IndyDining Members will present a pre-printed “certificate” indicating they are eligible to receive the special offer.

What Are The Benefits?

An **IndyDining** “Night Out” will attract a number of **IndyDining** Members to the sponsor restaurant. The Members which attend the event will be required to write reviews of the sponsor. The **IndyDining** “Night Out” is a great way to bring in new business and build your **IndyDining** reputation.

What Does The Sponsor Need To Do?

Be ready for a crowd! To ensure the **IndyDining** “Night Out” is a success and the sponsor receives proper reviews, the sponsor should collect and send the certificates to **IndyDining**. We will then make sure the reviews are written for the sponsor.

How Will People Hear About The **IndyDining** “Night Out”?

The **IndyDining** “Night Out” will be advertised on the **IndyDining** homepage and an e-mail will be sent to all **IndyDining** Members. We will also encourage **IndyDining** Members to invite their friends and family to attend the event.

What Does The Night Out Certificate Look Like?

The certificate features the INDYDINING.com logo with a stylized city skyline and the text "RESEARCH • REVIEW • SAVE". To the right, "Night Out" is written in a cursive font. The main offer is "Free Appetizer at Clarke's Healthy Smoothies and Food". A red note states: "Platinum Members: Also, Also, parties of 4+ get FREE beer samplers! (Must Show Platinum Member Card)". The date and time are "Thursday, Nov 27, 2008" and "5pm - 9pm". Two boxes provide member and restaurant details. The member info box lists "Name: Jeremy Clarke" and "ID: 1". The restaurant info box lists "Clarke's Healthy Smoothies and Food", "34 Shadeland Ave", "Indianapolis, IN 46221", and "444-555-5555". A disclaimer at the bottom reads: "Present this certificate to your server. Must present valid ID. 1 per person. Not valid with any other offer. Enjoy!". The website URL "http://www.indydining.com" is displayed at the bottom of the certificate area.

INDYDINING.com
RESEARCH • REVIEW • SAVE

Night Out

Free Appetizer
at **Clarke's Healthy Smoothies and Food**

Platinum Members: Also, Also, parties of 4+ get FREE beer samplers!
(Must Show Platinum Member Card)

Date(s): **Thursday, Nov 27, 2008**
Times: **5pm - 9pm**

Member Info	Restaurant Info
Name: Jeremy Clarke ID: 1	Clarke's Healthy Smoothies and Food 34 Shadeland Ave Indianapolis, IN 46221 444-555-5555

Present this certificate to your server. Must present valid ID. 1 per person. Not valid with any other offer. Enjoy!

<http://www.indydining.com>