



**LOVE SUMMER AND MUSIC?
JOIN THE CLUB!**



CLUB SAMWICH

SUMMER AND MUSIC 2010: MUSIC FOR THE PEOPLE. POWERED BY THE SUN.

Dear Downtown Business Owner,

Summer And Music (SAM) 2010—downtown Long Beach’s homegrown, sustainable concert series providing an entire summer of free music to the public—is back for a solar-powered sequel. Last year, the DLBA and RDA-sponsored series brought an estimated 25,000 people to the streets of Downtown Long Beach. This year, even more folks will turn out for 13 free, all-ages music events throughout the summer. And we want your business to take full advantage of the upcoming influx of potential customers!

That’s where Club SAMwich comes in. It’s a promotional program providing SAM attendees with great deals on food, retail and everything downtown has to offer, all summer long. They come for the music; they stay for dinner, to feast, shop and explore our city. The notion behind the promotion is this: Club SAMwich is the perfect tool for downtown business owners like you to attract thousands of SAM attendees into your shop or restaurant with enticing bargains. Best of all: It’s absolutely FREE to participate. Combined with SAM’s fierce web and social media campaigns (where your business will be mentioned) and general SAM buzz, you’ll be amazed at how fast word of your establishment’s stellar discounts gets around town!

HOW IT WORKS:

It all starts with this fancy SAMwich logo (top right)—which you will see on buttons sported by Club SAMwich members. As a business owner, you can participate in the program by offering any kind of deal or discount you’re comfortable with to the folks you see wearing the buttons, be it a free glass of wine with dinner, a discounted appetizer or a buy one get one free book special. All participating businesses will acknowledge the button and will hang a “Cool with Club SAMwich” sign in their storefront window, describing the special de jour (this special can also be tweeted on our SAM Twitter account).

That said, your specials don’t necessarily have to coincide with SAM’s 13 events. If you’re interested in having “off-cycle” SAM specials, by all means; we will do our best to tweet the word out there. In return, we simply ask for you to return the cross promotional favor. Help us tell others about SAM 2010 and Club SAMwich. We have special event postcards for your check presenters, promotional material to distribute, a website to visit and we would be absolutely thrilled to be name-dropped in your newsletter.

So what do you say? Are you Cool With Club SAMwich?

For questions or to join Club SAMwich, please contact SAM co-founder Justin Hectus at Justin@summerandmusic.com with your business name and contact information. We look forward to having you on board!

PLAN YOUR CLUB SAMWICH SPECIALS ACCORDINGLY!

JUNE 12: FUTURE LEGENDS

IN THE EAST VILLAGE ARTS DISTRICT

JUNE 19: ROCKABILLY ON PINE

PINE & BROADWAY

JULY 3: ROOTS & BLUES

ON PINE AVENUE

JULY 10: SWING SATURDAY

IN THE EAST VILLAGE ARTS DISTRICT

JULY 11: BATTLE OF THE TRIBUTE BANDS

IN RAINBOW HARBOR

JULY 17: CHURCH OF ROCK & ROLL

IN THE EAST VILLAGE ARTS DISTRICT

JULY 24: JUMP UP

IN RAINBOW HARBOR

JULY 31: RELEASE ME

RAINBOW HARBOR

AUGUST 7: FUNK FEST

ON PINE AVENUE

AUGUST 13 & 14: CLASSICAL BEATS

ON OCEAN & LIME

AUGUST 28: BUSKERFEST

IN THE EAST VILLAGE ARTS DISTRICT

AND MORE! CHECK FOR UPDATES: SUMMERANDMUSIC.COM

{COOL W/CLUB SAMWICH}



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CLUB SAMWICH SPECIAL DE JOUR: