

How to Make a Successful Program



Best Practices for Implementing Reusable Cups at Your Theatre

Here are some insights into what our partner theatres have found to be the most impactful for the success of their theatre cup programs!

BEST PRACTICES FOR A THEATRE CUP PROGRAM

- **Fully eliminate disposables** for the best success. Theatre cups are better for the environment, prevent spills, increase speed of service, improve guest satisfaction, and grow revenue.
- **Allowing guests to bring their beverages to their seats increases profits.** Theaters that previously did not allow drinks in the house experienced a significant profit increase once they adopted a theatre cup program.

- **Determine your pricing strategy** by what you want to accomplish:

If you want to **encourage guests to bring their cup back for future events**, price the cup separately from the drinks and offer discounted refills.

For cups intended for **souvenir value**, add the cost of the cup to the drink prices for easy adoption. Or do a combination of both with discounted refills during the show.

- **Add value for your guests** with discounted refills or special pricing on double pours or food pairings
- **Size matters**, so choose a 10 oz cup for wine, 16 oz for beer and cocktails, or consider a 20 oz tumbler for beer or soft drinks. Many theatres use a combination, but you can choose one for multi-purpose use.
- **Effectively communicate** the details of your cup program with POS signage, clear menus, and information on your website



Sponsorships incorporated into design



Fill lines for accuracy and faster service

QUICK IDEAS

- **Sponsorship Feature:** Incorporate logos of corporate sponsors or individual donor names into the design of the of cups to help offset cost of the cup
- **Fill Lines:** An easy thing to add to your cup design to ensure accurate pours and ease-of-use for staff
- **Marketing Opportunities:** Add a QR code to your design that links to your ticketing site, events calendar, app to order drinks, or a special webpage that is updated regularly with important information



Add a QR code to link guests to your website, ticketing, and more!

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ARTWORK IDEAS

The right cup design can be a powerful tool.

Create artwork to increase brand recognition, create excitement for the season, or even communicate how your cup program works!



IMPACTFUL LOGOS

Sell signature cocktails in collectible cups for special events



HEADLINE SHOWS



For theme nights



ARCHITECTURE COLLECTOR'S SERIES



SPECIAL EVENTS

Contact your Sales Representative for more information.