

# VINYL NIGHTS

*with*

ASCENDANCE

TURN YOUR LOCATION INTO AN INTERACTIVE, MUSIC-FILLED SPACE! GUESTS CHOOSE THE SOUNDTRACK, SPARK CONVERSATIONS, AND STAY LONGER, CREATING AN AMAZING EXPERIENCE FOR ALL AGES.

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| • CUSTOMER RETENTION      | GUESTS STAY LONGER AND RETURN OFTEN.    |
| • ORGANIC AUDIENCE GROWTH | BUILDS A LOYAL, ENGAGED COMMUNITY.      |
| • HIGHER SALES            | LONGER VISITS MEAN BIGGER TABS.         |
| • BRAND IDENTITY          | MAKES YOUR VENUE STAND OUT.             |
| • SOCIAL CONNECTION       | MUSIC SPARKS NOSTALGIA AND INTERACTION. |

10-20% INCREASE IN AVERAGE CHECK SIZE

GUESTS LINGER LONGER, INCREASING PER-PERSON SPENDING. MORE ROUNDS OF DRINKS AND ADDITIONAL FOOD ORDERS STACK UP.

30-40% INCREASE IN CUSTOMER RETENTION

REPEAT CUSTOMERS ARE MORE LIKELY TO RETURN FOR AN EXPERIENCE THEY FEEL INVESTED IN.

20-35% BOOST IN LATE-NIGHT SALES

GUESTS STAY PAST THEIR USUAL DEPARTURE TIME, DRIVING POST-PEAK-HOUR ORDERS.

15-25% SOCIAL MEDIA ENGAGEMENT GROWTH

GUESTS SHARE THEIR VINYL NIGHT EXPERIENCE, SPREADING ORGANIC WORD-OF-MOUTH MARKETING.