

# THE GUILD PASS

## Restaurant Partnership

*Bring new customers through your door — at zero cost*

# The Problem

60%

of restaurant seats sit empty during off-peak hours

€500+

average monthly spend on ads that don't guarantee customers

0

ways to track which marketing actually brings people in

# The Solution

## THE GUILD PASS

A membership app where users pay €49/year for exclusive restaurant deals.

### New Customers

Members actively looking for places to try

### Fill Empty Seats

Off-peak deals bring traffic when you need it

### Zero Commission

We don't take a cut of your sales — ever

### Verified Visits

Track every redemption with our PIN system

# How It Works



## Customer finds you

Members browse deals and discover your restaurant in the app



## They visit & order

Customer dines and tells staff they have a Guild Pass deal



## Quick verification

Customer enters PIN, then staff enters your restaurant PIN



## Apply discount

Enter the agreed discount in your POS — done!

*Same system used by The Entertainer (10M+ users worldwide)*

# What We Ask

## You Provide

- One deal (e.g., 2-for-1 mains, 25% off)
- Choose your own terms (days, times)
- 4-digit PIN for your staff
- Apply discounts in your POS

## What It Costs

€0

No signup fee  
No monthly fee  
No commission  
Cancel anytime

We make money from membership fees, not from you.

# Example Deals

You choose what works for your business:

## 2-for-1 Main Courses

Mon-Thu, 12:00-16:00

*Fill lunch seats*

## 25% Off Total Bill

Sun-Wed evenings

*Boost slow nights*

## Free Appetizer

Any day, any time

*Low-cost entry deal*

## €15 Off €50+ Spend

Weekday lunches

*Increase avg. order*

# Let's Get Started

Join 10+ Tallinn restaurants launching with us

1. Sign the one-page partner agreement (takes 2 minutes)
2. Choose your deal and set your PIN
3. We add you to the app — you start getting customers

**[partners@theguildpass.com](mailto:partners@theguildpass.com)**

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