



# THE GREAT ALL-AMERICAN PIZZA SHOW!





You get a genuine Chuck E. Cheese® costume for promotions, entertainment and all special occasions.



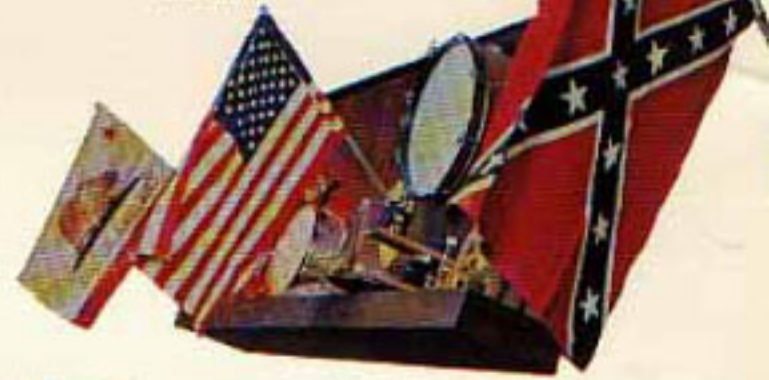
The entire star-studded Cyberamic® cast of Pizza Time Theatre, The Pizza Time Players, are ready to appear year 'round at your franchise.



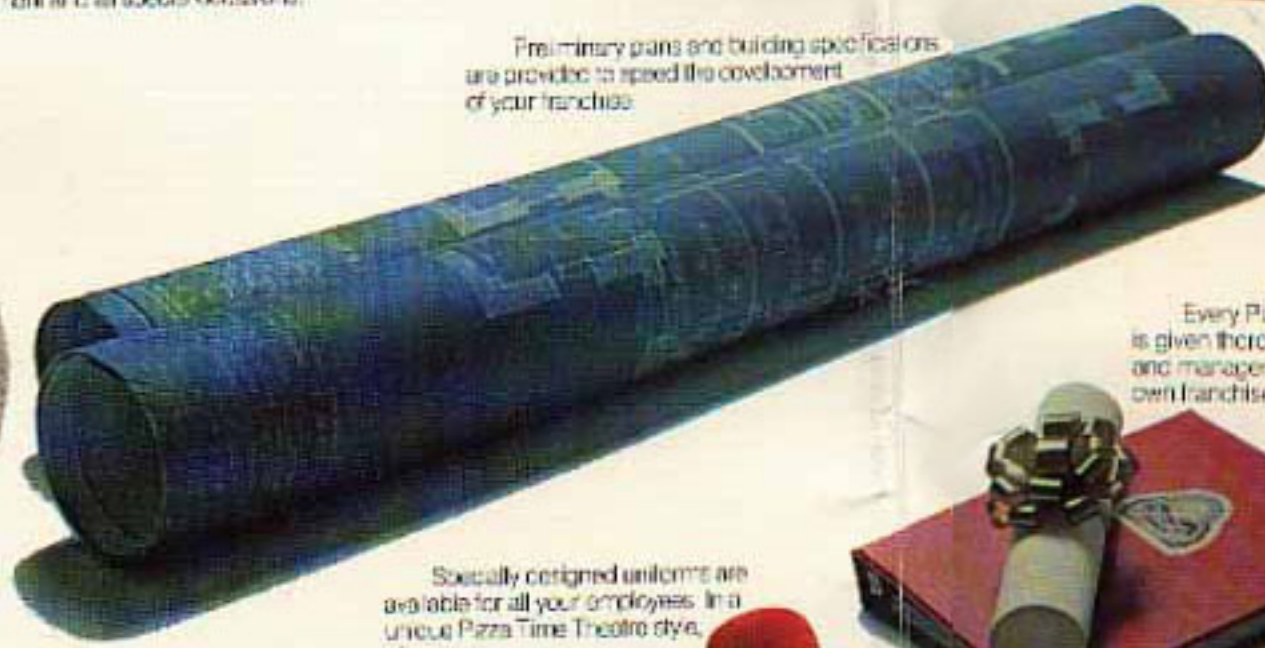
# CHUCK E. CHEESE'S PIZZA TIME THEATRE

You'll have direct access to Pizza Time's bright, theatre inspired marquee signs. They're trademarked and very commanding.

All the supportive drums, flags and noisemakers are yours to cheer your customers.



Preliminary plans and building specifications are provided to speed the development of your franchise.



Every Pizza Time Theatre manager is given thorough training in operations and management by us, as well as his own franchise reference manual.

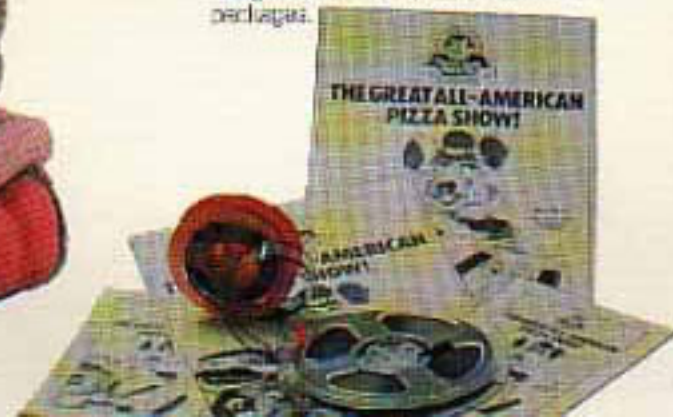


Specialty designed uniforms are available for all your employees. In a unique Pizza Time Theatre style, of course.



Exclusive recipes.

A full media advertising and marketing plan is ready to support you including 30 to 60 second TV spots, radio spots, ad slicks, painted outdoor designs and complete merchandising packages.



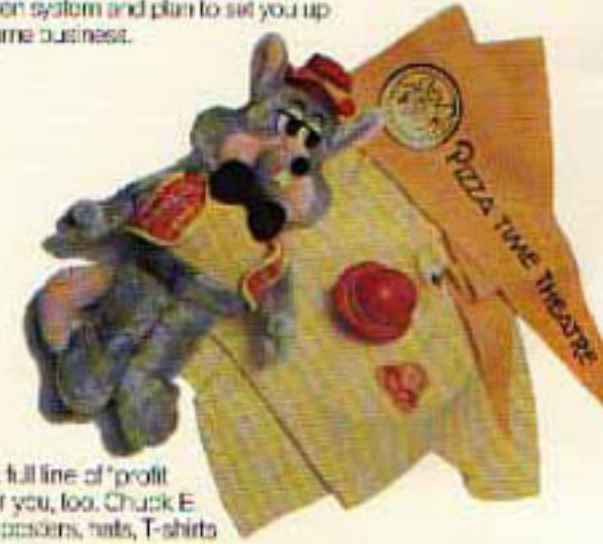
You'll receive 5,000 free tokens stamped with your location and date—a real collector's item—plus your own do to "mint" as many more tokens as you need.



You get Chuck E. Cheese's unique coin/token system and plan to set you up in the game business.



There's a full line of "profit generators" for you, too. Chuck E. Cheese dolls, posters, hats, T-shirts







Pizza Time Theater, Inc.

# PIZZA TIME THEATRE INC. FRANCHISE BROCHURE

Date of Origin: 1978  
Archived: 4-20-08  
Submission by Dale B.  
Version 1.0

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