the 6 pass

We bring new guests to your restaurant on your quiet nights.

The 6 Pass is a membership for people in Toronto and the GTA who like to go out. We're choosing our first partners now, for the launch in March 2027.

Founding Partner invitation · hello@the6pass.ca



Members pay us for the year. At your place, they bring someone and get one thing free.

RESTAURANTS AND CAFÉS

A second main, on us.

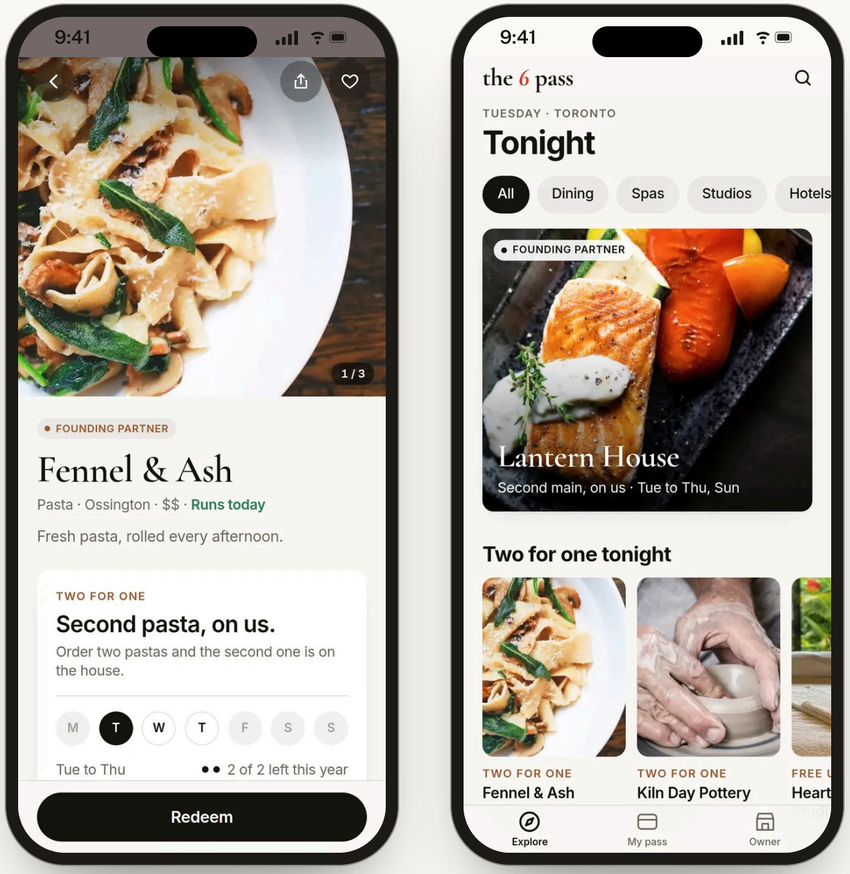
SPAS

A free upgrade on a treatment.

STUDIOS

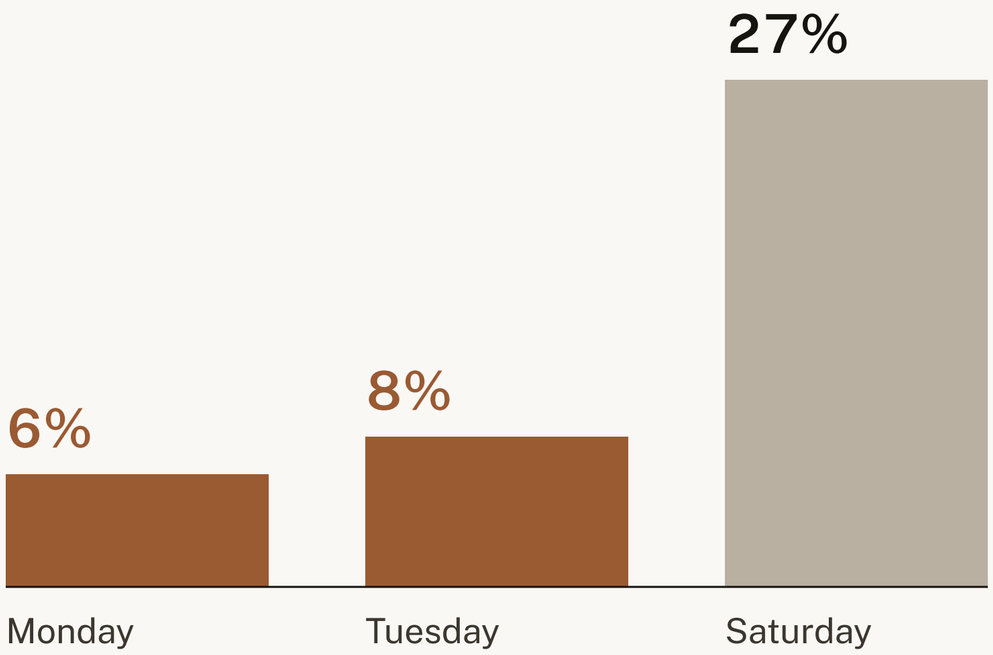
Bring a friend to class, free.

You pick the offer. Everything else on the bill is full price.



Your rent is the same on a Tuesday as on a Saturday.

Share of a week’s reservations

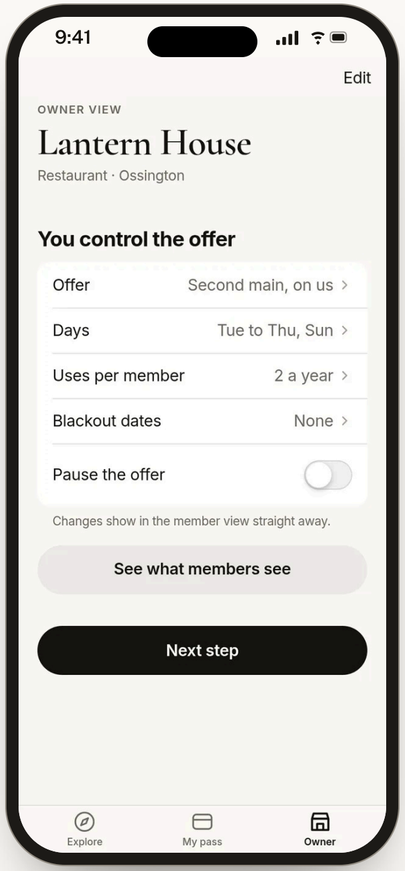


Toast, US full-service restaurants, 2024 ↗

Bookings drop early in the week. The staff, the rent and the heat cost the same either way.

You choose when we send people, and how often.

The offer	Two-for-one, or a free upgrade or add-on. Food, services and non-alcoholic drinks.
The days	At least three a week. Leave out Friday and Saturday if you're already full.
How often	Each member can use your offer a set number of times a year. Two is the default.
Blackouts	Block holidays, events, your busy weeks.
Pause	Turn it off with a week's notice to members.



A free main costs you about $10. The rest of the table pays full price.

EXAMPLE: A TABLE OF TWO ON A TUESDAY

	NORMAL BILL	WITH THE 6 PASS
Two mains at $32	$64	$32
Shared starter and dessert	$30	$30
Drinks	$40	$40
The bill	**$134**	**$102**

If that table would have been empty, you just made $102 you weren’t going to make.

$10

What the free main costs you in ingredients. A main’s ingredients usually cost about a third of its price.

Ontario cost of sales: Restaurants Canada and Statistics Canada, 2025 ↗

WHY THIS WORKS

Two-for-one memberships have worked in Dubai for 25 years. Here’s why.

1

They’ve already paid.

Members pay once for the year, so they look for reasons to use it. That’s how a quiet Tuesday becomes a night out.

2

It takes two.

Two-for-one only works with two people. Every visit is a table, and the second person orders too.

3

The cost is a plate of food.

The free main costs you its ingredients. It is not half off the whole bill, and it is not money spent on ads.

The ENTERTAINER has run on two-for-one in Dubai since 2001 and works with more than 10,000 businesses. One of its restaurant partners: “The Entertainer brings people you would never have seen to your establishment.”

The ENTERTAINER, merchant page ↗ · Wikipedia ↗

Give Torontonians a reason to try somewhere, and they come back.

86%

of Winterlicious and Summerlicious diners went to a restaurant for the first time.

50%

went back to the same restaurant afterwards.

Restaurants told the City they join mainly to lift sales in slower months. The 6 Pass does the same thing all year, on the days you pick.

Ipsos for the City of Toronto, 2022 ↗

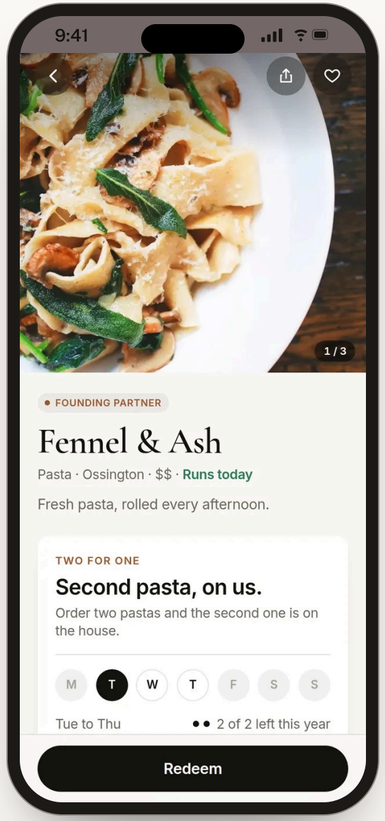
This is the opposite of Groupon.

	DEAL SITES	THE 6 PASS
What the guest gets	Half off the whole bill	One main free, or a free upgrade
When	Any day until the voucher runs out	Only the days you choose
How often	As many vouchers as they buy	The number of times you set
Who comes	Whoever bought a voucher	Members who paid for the year
How many places	Anyone who signs up	Chosen one by one

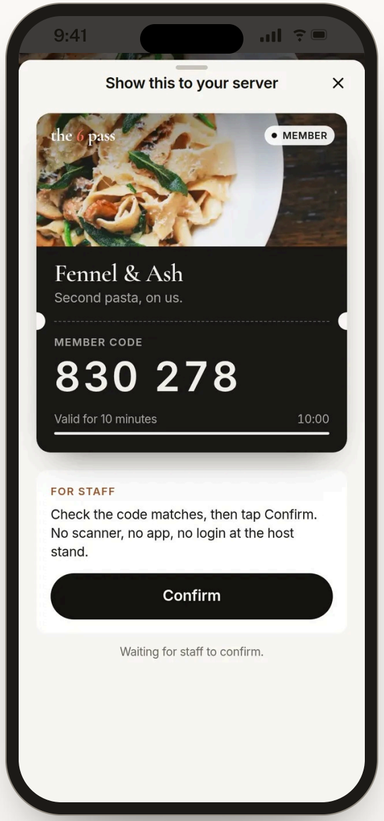
Fewer than 1 in 5 deal-site customers ever came back at full price.

Rice University study of 324 businesses, via Fortune, 2011 ↗

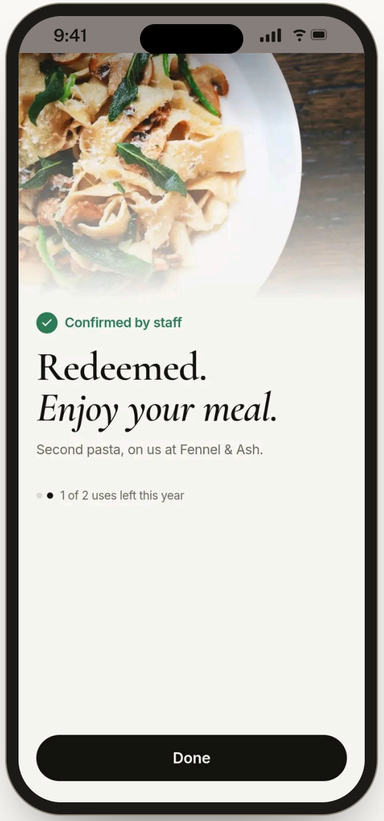
Nothing new for your staff to learn.



1 The guest taps Redeem before the bill.



2 Their phone shows a six-digit code.



3 Your staff check it and tap Confirm. Take the main off the bill.

No scanner, no tablet, no login at the door.

Try it on your phone:
the6pass.ca/partners-demo

People who go out, from all over the GTA.

Professionals in their 20s and 30s, couples, friends, students and newcomers. They want good places and good value, and they like bringing someone.

6 in 10

people in the GTA live outside the City of Toronto. We open in Mississauga, Oakville, Burlington, Brampton, Vaughan, Markham and Scarborough, as well as downtown, one neighbourhood at a time.

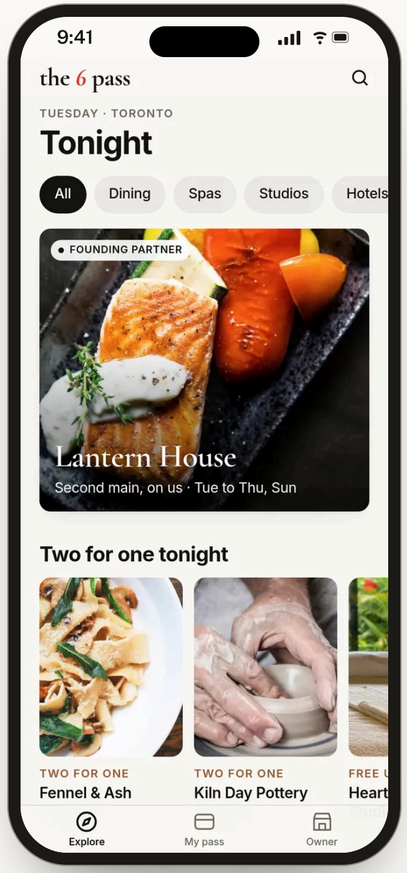
City of Toronto, 2021 Census backgrounder (Statistics Canada data), calculated ↗

We’re choosing our Founding Partners now.

Your place is featured on launch day,
Tuesday, March 16, 2027.

You get a Founding Partner badge in the app.

We build your page with you, with your photos. Nothing goes live until you approve it.



Let’s talk for 15 minutes.

1

We show you the app on a phone.

2

You tell us your quiet days and the offer you’d like.

3

A one-page letter of intent holds your spot. It isn’t a contract.

Nida, Founder · hello@the6pass.ca · the6pass.ca/owners