



KEY TO THE CITY PROGRAM

Participant Contract

Confirmation of Participation Deadline: May 3rd, 2013

Business Name: _____

Address: _____

Phone #: _____ Email: _____

Website: _____ Twitter Handle: _____
(i.e. @tourismnewwest)

CREATING YOUR OFFER

- DO**
- Offer a deal that is flexible
i.e. 10% off lunch specials
 - Provide exclusivity to the Key Tag Holders
 - Make the offer so good that your customers won't be able to resist coming back

- DON'T**
- Place tons of restrictions around your deal
i.e. 10% off lunch specials between 2-4pm on the first Tuesday of each month
 - Offer the same deal to the Key Tag Holders that you offer everyone else

* based on a customer satisfaction feedback survey conducted by Tourism New Westminister

Please describe your offer:

Note: Your offer can change throughout the year but you MUST notify Tourism New Westminister of the change or the new offer will not be active.

I, _____ (business representative) comply that

_____ (business name) and employees will honour the deal/offer listed above from **May 15th, 2013 until April 30th, 2014.**

Print Name _____ Signature _____ Date _____

PAYMENT METHOD:

- Cheque (Payable to Tourism New Westminister)
Deliver to: #100 – 713 Columbia Street,
New Westminister, BC V3M 1B2



Cardholder Name: _____

Card Account Number: _____

Expiry Date: _____ CSC: _____

Cardholder Signature _____

- Yes, I want to sell the Key to the City key tags at my business location. Circle required quantity 10 / 25 / 50**

We will provide a Key to the City Tool Kit to get you started. It will include:

- Posters where you can display your offer
- Buttons for your employees to wear
- A Key to the City widget to add to your online materials
- A Key to the City 101 information sheet

SEND OR SCAN COMPLETED FORM TO: Tej or Megan Fax: (604)526.0033 Email: info@tourismnewwestminister.com