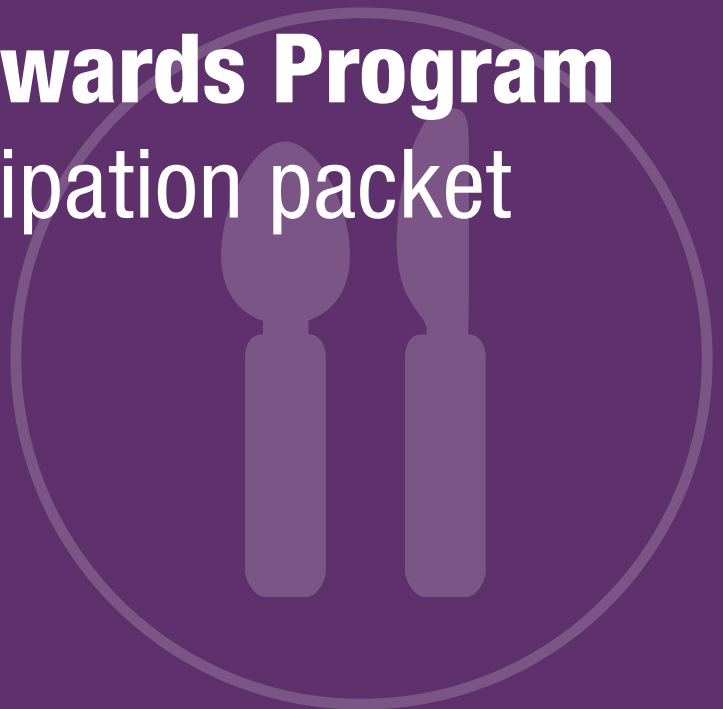




METRO Max Rewards Program partner participation packet





program introduction

Thank you for your interest in becoming a METRO Max Partner. The METRO Max Rewards program connects participating businesses along the line with the more than 35,000 daily riders through attractive discounts and deals. METRO puts its marketing power behind promoting your discount, deal or event, and riders will visit your business, exploring the amazing offerings just off the line.

To help ensure that your discount or special event is promoted as part of the METRO Max program, please complete the following information included within this packet. Inside you will also find general information about the program, including eligibility. We encourage you to read this packet in its entirety before submitting.

METRO only uses the contact information provided to communicate with the Partner and send along program material. Personal contact information is not posted as part of the METRO Max submission.





program overview

The METRO Max Rewards program offers riders money-saving discounts, fun contests, giveaways and special event previews in a fun, online, interactive format.

Every Wednesday, METRO sends out a free email and announces on Facebook/Twitter the latest offers and events from participating businesses to entice riders to stay on the line.

To redeem the offer, riders are required to show a valid transit pass to the participating business.

Cost and Eligibility Requirements

It is absolutely FREE for businesses to become a Partner and submit their discounts, contests or special events to METRO. We only require that:

1. Your location or special event is within a half-mile walking distance of a METRO station;
2. You extend a discount of at least 25 percent or similar (i.e. buy one, get one free) and;
3. You only submit special events that occur less than four times a year. For example, a one-year anniversary party would be acceptable, but a weekly happy hour would not.

These guidelines will ensure that the METRO Max program stays exciting, relevant and one-of-a-kind – attracting new patrons to your business and the transit system!

Partner Advertising

In return for your participation, METRO provides Partners with free advertising to light rail email subscribers, Facebook fans and Twitter followers, and continued program marketing support through the website, station advertising, media relations and community involvement. METRO has hundreds of email subscribers, more than 1,000 social media followers, 40,000+ monthly website viewers and one million monthly riders that will become familiar with your business and its offerings.

Partners also receive a program marketing kit at no charge, which contains a window cling, a website graphic and printed information to share with your employees and/or customers. You may opt out of the program at any time and submit as many (or as few) discounts, contests or special events as you like.

Important Submission Deadlines and Guidelines

METRO Max discounts and special event notices will be promptly posted every Wednesday through our email system and social media channels. All Partner submissions should be made using the provided submission form and **must** be received by 5 p.m. on the Friday before the Wednesday posting. Submissions received after this deadline will be held until the subsequent week. No phone submissions please.

METRO has the right to review or edit any and all Partner submissions. We will not promote discounts, offers or special events that we believe generally are inappropriate, illegal or offensive to others.



frequently asked questions

Can I submit more than one discount or special event to METRO?

Yes, you can submit as many as you like, whenever you like. To keep riders interested in your product/service and avoid your offers from becoming “stale,” we encourage you to revise or re-submit new ones whenever possible throughout the year. The more substantial your offer, the more attention you will likely receive from riders.

Do I need to send in a submission form every time I have a new discount or special event to promote?

Yes, all discounts or special events must be received on the METRO submission form either via email or fax. However, you do not need to submit your enrollment information more than once.

What if my discount/special event information looks slightly different once posted?

METRO reserves the right to review or edit any and all partner submissions. More than likely, any changes made generally relate to format or style. We will never edit the actual details of your discount or offer.

Which transit passes should I/my employees accept?

Transit passes of any duration (All-Day, 3-Day, 7-Day or 31-Day) and employee-issued or student cards are accepted as part of the METRO Max Rewards program. Transit passes must be activated with a date stamp of the day of redemption or later to be considered valid.

For more details and pass illustrations, please download the fare media document online at www.metrolightrail.org/METROMax



Can I distribute materials at METRO stations or park-and-rides to further promote my discount or special event?

No, you cannot distribute materials, sell goods or promote products, services, special events or related discounts/offer on any METRO property. If you are interested in paid advertising opportunities on the METRO system such as vehicle wraps, vehicle floor decals, station wraps or station map case poster ads, please contact the METRO advertising administrator.

METRO Advertising Administrator

CBS Outdoor

Attn: Brent Wood or Phil Calihan

602-246-9569

brent.wood@cbsoutdoor.com

phil.calihan@cbsoutdoor.com

Will the old METRO Max program still be offered to the public?

No, this newly updated program will replace the old program created during light rail construction.

What if I already registered and submitted a discount as part of the old METRO Max program?

If you participated in the old METRO Max program and would like to continue your participation in this new program, please kindly re-register with us. We do not want to presume your involvement or the carry over of your previous discount.

I want to make sure I am comfortable participating. Is this program something new to transit?

No, this type of rewards or discount program is not new to transit agencies. Cities such as San Francisco, Los Angeles, San Diego, Minneapolis and others all have a similar and successful program for riders. You can be assured that this program has our full attention and we will do our best to promote your discount or special event to as many riders as possible.



partner enrollment form

To participate as a Partner in the METRO Max Rewards program, please complete this enrollment form and send it to the Program Coordinator via email at max@metrolightrail.org or fax to 602-262-2682. You may also include your discount/offer via the attached submission form at this time.

Once we review your information, you will receive an email to confirm your involvement and, shortly thereafter, your marketing kit through the mail.

General Partner Information

Business/Organization/Destination name _____

Phone _____ Website _____

Closest light rail station to your business/organization/destination _____

In no more than 25 words, please describe your business/organization/destination.
(Ex. XYZ Retail offers a wide array of women's jeans and tees for every style and body.)

Contact Information

Contact name _____

Email _____

Mailing address _____

City _____ State _____ Zip Code _____

Phone _____

Best time to reach you Morning Mid-day Afternoon



partner submission form

Partner name _____

Discount

In no more than 20 words, please describe your discount or offer and any special restrictions. You must extend a discount of at least 25% or similar (ie. Buy one get one free).

(Ex. Receive 50% off your purchase of any pair of XYZ jeans. Not valid when combined with other coupons.)

How long is this discount/offer available? Please list date(s). _____

Special Event

You may only submit special events that occur less than four times a year. For example, an anniversary or New Years Eve party would be acceptable, but a happy hour would not be.

Event name _____

Event date(s) _____ Event times(s) _____

Destination/venue _____ City _____

If you would like to also promote a discount or offer as part of this special event to METRO riders, please complete the discount section above.

Contest Item Donation

METRO occasionally conducts exciting contests for METRO Max subscribers and riders. If you would like to donate an item to METRO to promote your business or event, please describe your item and note its dollar value (must exceed \$50.00).

The greater the item value, likely the more interest that will be generated around the contest and your business. METRO will contact you directly to arrange the contest details.

Please return your completed enrollment and/or submission form to:

email max@metrolightrail.org

fax 602-262-2682 (no phone submissions please)

All discount/special event submissions must be received by 5 p.m. on the Friday before the Wednesday posting. Submissions received after this deadline will be held until the subsequent week.

Additional questions can be directed to the METRO Max Program Coordinator at 602-495-8209.