



**NO COST MARKETING OPPORTUNITY! Now's your chance to get noticed!**

Dear Business owner/Manager,

If you are currently offering, or have considered using, a discount or coupon program for driving customers into your outlet, then you need to be listed in our exclusive cruise-guest discount directory! **The City-Pass FLL®** AND the **EXPLORE FLORIDA™** card act just like a coupon but there is no need for guests to clip and search the newspapers or rack card shelves to find your outlet. We simplify the process.

**Here is how it works:**

1. You sign up with us guaranteeing to honor the cards when presented for the published discount that you are currently offering or agree to offer (just like you would if the guest presented your printed coupon.)
2. We add your outlet to our growing directory of member companies; we publish your outlet in our directory for guest use.

**AGREEMENT:** It is simple to be included in this exciting opportunity.

- a. Sign up using the attached form.
- b. Drop it in the mail, email it or fax it to us.
- c. Your outlet will be added to our directory and website.



**PROCESS:** Business outlets will be composed into a member directory. All participating business must identify a discount value and honor the cards when presented. Each card will serve up to two guests.

- ✓ Cards will be good for the entire 11/12 cruise season.
- ✓ No cumbersome tracking systems necessary – simply offer and honor a card-holder discount
- ✓ Categorized member directory makes it simple for card holders to locate you
- ✓ Gives visitors a reason to explore and spend in the south Florida region at member businesses
- ✓ Targets the cruise guests visiting our area

**Sign up today and be sure to tell other business owners about this exciting opportunity to get noticed by the expansive cruise guest audience. Contact us at [Sales@lamarexcursions.com](mailto:Sales@lamarexcursions.com) for more information.**

BUSINESS NAME: \_\_\_\_\_ BUSINESS TYPE: \_\_\_\_\_  
 BUSINESS ADDRESS: \_\_\_\_\_ Business phone# \_\_\_\_\_  
 WEBSITE: \_\_\_\_\_ Email \_\_\_\_\_  
 CONTACT: \_\_\_\_\_ TITLE \_\_\_\_\_ Cell: \_\_\_\_\_  
 DISCOUNT OFFERED\*: (Admissions, food & beverage, etc.) \_\_\_\_\_ %/\$\* \_\_\_\_\_  
 Explain if necessary: \_\_\_\_\_  
 LIMITATIONS: (Days of week, holidays, etc.) \_\_\_\_\_

**Please send us a digital image that we may use for advertising purposes. [sales@lamarexcursions.com](mailto:sales@lamarexcursions.com)**

\_\_\_\_\_, agrees to be included in the **EXPLORE FLORIDA™** and **City-Pass FLL®** discount program and authorizes La Mar Excursions, Inc. to print our business name, contact information and use our images for marketing purposes. Furthermore, we agree to honor the herein described discount for each card holder when they visit our establishment. It is agreed that La Mar Excursions, Inc. is not responsible for any aspect of our business dealings with card-holders visiting our facility. Furthermore, we may opt out of this program for any reason and will notify La Mar Excursions, Inc. immediately upon our decision so that our membership may be excluded from further marketing efforts. It is understood that there is **no fee** for this program.

Authorized Signature: \_\_\_\_\_ Date \_\_\_\_\_  
 Name: \_\_\_\_\_ Title \_\_\_\_\_

**%/\$ = \*NOTE: You may enter a simple percentage discount of 15 – 20% rather than listing a specific dollar amount.**

