



Corona del Mar Business Improvement District

IMPORTANT CDM BUSINESS NOTICE

IN AN EFFORT TO STIMULATE BUSINESS FOR CORONA DEL MAR MERCHANTS, THE CORONA DEL BUSINESS IMPROVEMENT DISTRICT WILL SOON BE ROLLING OUT A MARKETING CAMPAIGN OFFERED **FREE** TO ALL CDM BUSINESS OWNERS.

► This program is part of your assessment membership benefits as we allocate funds towards helping to drive business through your doors in this economic downturn.

Introducing the Corona del Mar VIP Customer Card



CDM VIP Card:

Description: A VIP Value Card inviting patrons to shop CDM as a VIP Customer. Card holders simply show this card at any participating Corona del Mar business & receive a special savings or offer that is determined by the business owner & who has the right to change or modify subject to availability. It is customer service driven and the only requirement by the participating merchant is to accept the card holder as a VIP customer by providing a special offer of your choice. The participating business may also distribute the VIP Cards to their loyal or new customers as a means of appreciation or to obtain repeat business.

Website interface: A full listing of offers and program details will be available & marketed online at www.cdmvillage.com. The webpage would display all participating businesses of the VIP Value Program and their offer if they chose. This can be updated as needed.

EXAMPLE: **Port Restaurant**
Business category: Restaurant
Contact: Ali Zadeh
440 Heliotrope
Corona del Mar, CA 92625
(949) 723-9685 / info@portcdm.com

OFFERING: 20% Off Entrées (Mon – Thurs)

Program Marketing & Card Distribution: Christmas Walk & Community Events, Daily Pilot Advertising, Direct Mail, Web-marketing, Merchant Handouts & other strategic marketing as the program evolves.

► **TIME SENSITIVE REPLY IS REQUESTED** ► **FILL OUT BACK & RETURN** ►

Corona del Mar VIP Card Program Business Participant Application

How to get Started: Fill Out this Form and Fax or Mail Back.

Yes, I would like to be a participating business in the CDM VIP Card Program.

Business Name _____

Contact Name _____ Phone _____

Address _____

Website (if you would like listed) _____

Email (Used For program communication only) _____

Business Type _____

Savings or Offer for VIP Card Holders

If you would like to better market your business or specified product, please describe your savings or offer for VIP Card Holders. Although we recommend you keep your specified offer through March 31, 2010, you may change your offer description by contacting our office at marketing@cdmvillage.com. Marketing materials will specify all offers are subject to change and without prior notice based on availability. **You must however, notify our office immediately when you chose to opt out of the VIP Car Program so card holders will not attempt to redeem card value at your place of business.**

I would like to extend the following Savings or Offer to VIP Card holders & include the below description on my participation listing.

(Must remain 30 words or less)

I would not like to list a specified Savings or Offer on my participating listing at this time.

Card Distribution

VIP Cards will be distributed in a variety of ways and participating business may also distribute them to their loyal or new customers as a means of appreciation or to obtain repeat business

I would like to receive VIP Cards to distribute at my place of business.

FAX BACK

Fax: (949) 673-3940

MAIL TO: Corona del Mar Chamber 2855 E. Coast Hwy. #101, Corona del Mar, CA 92625

Ph: (949) 673-4050 / Marketing@CdmVillage.Com