

VILLAGE ALLIANCE

VILLAGE/**ACCESS** CARD

The Village Alliance Business Improvement District (BID) invites you to participate in our new “Village Access” loyalty card program, designed to encourage neighbors to patronize district businesses on a repeat basis. The Village Access card benefits local employees and residents by offering the incentive of a membership for special savings, gifts and/or promotions.

The program is FREE for cardholders and participating merchants in the BID district.

How the Card Benefits Your Business

- **Increases Customer Base:** Merchants will have access to thousands of potential new customers and email addresses within the primary trade area (zip codes 10003 and 10011).
- **Increases Exposure:** Your business name and cardholder benefit will be listed on the Village Alliance website, and be publicized through advertising, direct mail, e-mail blasts, and social media, reaching tens of thousands of consumers not currently patronizing local businesses.

How it Works

- The Village Access card is a plastic membership card (similar to a credit card) and will be distributed upon request to employees and residents in the 10003 and 10011 zip codes.
- As a participating business, you'll create a unique, customized benefit for cardholders. Cards must be presented at participating businesses in order to receive the associated offers.
- Ideas for incentives include: a complimentary drink with food, discounts of 15-20% or more, a percentage off for dining-in, discounts for customer birthdays or certain merchandise, offering happy hour pricing, additional service with purchase, neighbor nights, etc. If you would like suggestions for a customized offer, please contact the Village Alliance.
- After your initial commitment period of six months, you are free to leave the program at any time. You can also continue to tailor your cardholder benefit to maximize effectiveness, for example, by changing offers seasonally or promoting new goods and services.

How to Sign Up

- Print out the Business Participation Form below and return it by e-mail to terri.howell@villagealliance.org, or mail it to: Village Alliance, 8 East 8th St, New York, NY 10003

Questions?

- Call us at 212-777-2173 or e-mail terri.howell@villagealliance.org

BUSINESS PARTICIPATION FORM

Name of Business: _____

Street Address: _____

Contact Name: _____

Phone: _____

E-Mail: _____

Your Village Access Card Cardholder Benefit:

By signing below, I understand that my business is committing to participation in the Village Access Card program for a six (6) month period commencing with the launch of the program in Spring 2015, after which my business can leave the program at any time with a two (2) day notice, and rejoin the program at any time with a three (3) day notice.

Signature: _____

Date: _____

Return this form to:
Village Alliance
8 East 8th Street
New York, NY 10003

By E-Mail: terri.howell@villagealliance.org