

Tempe Tourism Office and Downtown Tempe Authority

Downtown Tempe VIP Discount Program

January 1 - December 31, 2019

Background

Downtown Tempe and Tempe Beach Park/Tempe Town Lake are home to many festivals, sporting events and conferences. We are fortunate to have Tempe Tourism Office working on the recruitment of sporting events and conferences for the downtown district, as well as for the City of Tempe as a whole. Often, when recruiting for new events, event directors and meeting planners ask for discounts from area merchants for their athletes and conference attendees to enjoy during their stay in Downtown Tempe.

The Program

Rather than ask merchants multiple times for discounts and offers that are specific for each event, we are proposing a universal discount of 15% off that participating merchants will honor for the entire calendar year (January 1 – December 31, 2019) and we are calling this the Downtown Tempe VIP Discount Program. The program will only be made available to attendees of specific conferences, sporting events and specific festivals, and not to the general public.

How it Works

- Merchants who want to participate in the program complete the online [Merchant Agreement](#)
- Merchant receives a verification email from DTA confirming their participation in program with details including the events involved with the program and how the attendees will redeem their offer by showing the Downtown Tempe VIP mobile website on their phone to the business.
- Tempe Tourism Office will feature all of the participating merchants on a mobile friendly website that attendees can use to redeem at participating merchants during their visit to Downtown Tempe.
- Tempe Tourism will send an event calendar listing each participating conference/event/meeting each quarter to DTA to share with the participating merchants.

Benefits:

- Exposure to sporting events, conferences and meeting attendees that are participating in the Downtown Tempe VIP Program during 2019.
- No expense to the participating merchant to be included in the program (other than honoring 15% off).

Merchant Responsibilities

- Complete participating online [Merchant Agreement](#).
- Email your vector file (PDF, EPS) logo to Lori@downtowntempe.com
- Honor 15% discount to festival, event and conference attendees who ask for it and show exclusive offer on the mobile website from January 1 – December 31, 2019.

Tempe Tourism Responsibilities

- Create and manage the Downtown Tempe VIP Discount Program mobile website with participating merchant listing.

- Promote the Downtown Tempe VIP Discount Program with event directors and meeting planners to share with their athletes and attendees to redeem exclusive offers via the mobile site.
- Each quarter provide an updated listing of upcoming sporting events and meetings with the estimated number of attendees.
- Update DTA when new events and meetings will be visiting Tempe.

DTA Responsibilities

- Present the Downtown Tempe VIP Program to Downtown Tempe Authority District Merchants.
- Send the program sign up link to interested merchants and verify agreement and participation in the program.
- Distribute updated Tempe events and meetings list to participating merchants on a quarterly basis.
- Notify merchants when new events and meetings are added to the list.

Complete online Merchant Agreement [HERE](#)

For questions about the program, email Lori Foster at Downtown Tempe Authority at Lori@downtowntempe.com