

INTRODUCING NOW DEALS



A NEW PROGRAM DESIGNED TO MOTIVATE VISITORS TO EXPLORE MORE OF DC (AND PUT MORE MONEY IN YOUR WALLET)

WHAT IS NOW DEALS?

NOW DEALS was developed by Essential Media Partners as a new program to help local businesses attract the estimated 14 million tourists who visit Washington DC each year by providing cardholders amazing offers and incentives—motivating them to get out and experience all of our city’s great offerings.

WHY SHOULD MY BUSINESS PARTICIPATE?

1. NOW DEALS is designed as a way to encourage visitors to do more and spend more.
2. Your offer and contact information will be seen by thousands of visitors each month.
3. NOW DEALS Cards are distributed at area hotels and attractions in conjunction with the Washington DC NOW MAP and NOW GUIDE.
4. It is free to participate (for a limited time only).

HOW DOES THE NOW CARD WORK?

1. You submit an offer free of any cost to you (for a limited time).
2. Your offer is added to the NOW DEALS promotional materials (printed, web, and mobile), free of any cost to you.
3. NOW DEALS are distributed to thousands of visitors (Tourists, Convention Attendees, and Business Travelers) at little or no cost to them.
4. Visitors are motivated to go out and explore more of our city (ready to spend, of course).
5. Visitors see your NOW DEALS offer online, signage on your establishment, or receive our promotional “tweets” and text messages and arrive at your business ready to spend.
6. The NOW DEALS or NOW PASS card is presented to obtain your offer = Money in your pocket.

HOW DO I SUBMIT AN OFFER?

Submitting your offer is easy. If you would like to participate in the Washington DC NOW DEALS, please take a few minutes to fill out the attached form on the following page.



YOUR CARD FOR BIG SAVINGS IN DC!



NOW DEALS OFFER SUBMISSION FORM

Business Name: _____

Business Address: _____

City: _____ State: _____ ZIP: _____

Business Phone: _____ Website: _____

Authorized By: _____

Title _____

Email Address: _____ Phone: _____

Signature _____ Date: _____

Please provide us with the details of your offer:

How long is your offer valid (select one below)*

12 Months - Beginning: _____

6 Months - Beginning: _____

*offers can be changed monthly

Restrictions of the offer:

Comments:

You're almost done. To submit your offer e-mail this form to Essential Media Partner's Marketing Department (marketing@essentialmediapartners.com) or fax it to (800) 540-9531. You are also more than welcome to send it to us via snail mail via the address below.



Essential Media Partners
Attn: Marketing
2000 P Street NW, Suite 308
Washington, DC 20036

We look forward to sending many Washington DC visitors through your doors. You will receive your NOW DEALS Marketing Materials shortly. Please feel free to contact us if you have any additional questions or comments. Thank you for choosing to partner with NOW Washington DC.

Phone: (202) 857-4170 Email: info@thenowpass.com.