



# Point Cards Participation Options

(exclusive to CalARVC members)

Presented by:



## Why RVing REWARDS! Points; why even have a marketing program?

- ◆ Increase awareness of, and loyalty to, privately-owned RV parks & campgrounds resulting in more campers more often to your park.
- ◆ Do something “newsworthy;” provide the groundwork and unique interest points for press releases to be submitted, which can only result in driving campers to Camp-California.com to view participating locations and prize options.
- ◆ Provide a fantastic method to track traffic coming from Camp-California Marketing tools (printed guide, website, and eNews)
- ◆ Receive lots of extra individual park promotions; No cost to participate.

## Why participate? Why provide “prizes”?

- ◆ Without prizes the program will fail. It’s all about camping, so we definitely need “Free Camping” Prizes.
- ◆ Prizes are posted at Camp-California.com. Prize sponsors are listed along with a link to their website. More exposure = more customers.

- ◆ It’s one of the best ways to attract new customers to your park; prospective guests are going to look for where to use their RVing REWARDS! card and get points.
- ◆ You specify the number and type of prizes you wish to post.
- ◆ There’s no good reason not to participate!

**What will work to get people to choose your park when they go camping?** Each person will be attracted by something different. But, a majority will be looking for value and savings. Our team of “loyalty” tools – discount card, Points & prizes, certificates and coupons, all have been developed to get you more customers. But, they only have a chance of working if you participate.

We design, print, distribute via mail, and track the certificates/ coupons you have authorized; it’s a simple process for you and your staff. The certificates will all look the same, will be numbered for verification purposes, and will include your park name and the person that authorized the certificate (similar to the enclosed sample).

## Participation Options - Complete all that apply: (Please indicate value for each prize so we can properly assign point values.)

1. **Camping Club Voucher Coupon:** \$14.95 off total bill; valid Monday – Thursday. These will be given to new RVing REWARDS! subscribers.

For 2011, we’ll authorize:  1000  500  150  Other \_\_\_\_\_  
Value: \$14.95 each

2. **Certificate:** “1 night stay free; valid on space –available basis, excluding holidays and special events. Reservations are required; benefit is for four campers maximum per site. Bearer must surrender this certificate upon registration at park.”

For 2011, we’ll authorize:  500  250  100  Other \_\_\_\_\_  
Value: \$\_\_\_\_\_ (nightly rate)

3. **Certificate:** “3 Days, 2 nights camping free of charge; valid on space-available basis, excluding holidays and special events. Reservations required; valid for four campers maximum per site. Bearer must surrender this certificate upon registration at park.”

For 2011, we’ll authorize:  100  50  25  Other \_\_\_\_\_  
Value: \$\_\_\_\_\_ (twice your nightly rate)

4. We will **distribute Point cards** to our guests when they register. We understand there is no charge to get cards, not even shipping charges.

Please send:  250  500 cards  Other \_\_\_\_\_

We honor the following discount programs (check all that apply):

- AAA  Good Sam  Passport America  Camp Club USA  RVing REWARDS!  
 Other: \_\_\_\_\_

Park Name: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_