

MERCHANT INCENTIVE PROGRAM

JUNE 20 – SEPTEMBER 5, 2015

The Games of Heroes

TAKING PLACE IN FAIRFAX COUNTY from June 26 – July 5, 2015, the World Police and Fire Games will draw 30,000 visitors to the area, including 12,000 law enforcement and firefighter athletes from around the world.

THE GAMES MERCHANT INCENTIVE PROGRAM is designed to drive traffic to your locations while enhancing the experience of attending athletes, friends, families and volunteers through discounts or special offers.

OUR MERCHANT PARTNER PROGRAM offers an option for businesses of all sizes.

\$5,000 (Up to 5 locations/retailers)

- Partner Recognition within Fairfax 2015 website to include merchant locations, contact details and promotional offers
- Member designation sign for use within each participating merchant location
- Partner Social Media Blast in 2015
- Partner rotating banner within Merchant Incentive section on Fairfax 2015 website
- Opportunity to highlight select incentives within Fairfax 2015 newsletter and social media outlets
- Opportunity for blog posts highlighting select incentives on Fairfax 2015 website
- Recognition at Merchant Incentive Program booth at Registration/Athletes Village during Games
- Two tickets to Games Opening Ceremonies on June 26, 2015
- ¼ Page Ad in Commemorative Program

\$7,500 (Up to 30 locations/retailers)

Benefits described above, and

- ½ Page Ad in Commemorative Program

\$10,000 (Up to 50+ locations/retailers)

Benefits described above, and

- Full Page Ad in Commemorative Program
- Two additional tickets (4 Total) to Games Opening Ceremonies

For additional information visit **FAIRFAX2015.COM/INCENTIVES** or contact Astri Wee at astri.wee@fairfax2015.com.



FAIRFAX 2015
WORLD
POLICE & FIRE
GAMES

MERCHANT INCENTIVE PROGRAM

ENROLLMENT DEADLINE — JANUARY 30, 2015

COMPANY NAME: _____

ADDRESS: _____

WEBSITE: _____

CONTACT NAME: _____

TELEPHONE: _____ EMAIL: _____

☐ **YES!** I/We would like to be a **WPFG MERCHANT INCENTIVE PROGRAM PARTNER**

CHOOSE ONE: ☐ \$10,000 ☐ \$7,500 ☐ \$5,000

Please describe discount or promotion to be offered to WPFG athletes, families, friends and volunteers. If appropriate, please include worksheet to describe different incentives for individual retailers/locations. If not defined now, submit to IncentiveProgram@fairfax2015.com by February 2, 2015.

REFERRED BY: _____

If paying by check, please return form with contributions to: Fairfax 2015 | World Police & Fire Games
12587 Fair Lakes Circle, Suite 803
Fairfax, VA 22033

If paying by credit card, please email completed form to astri.wee@fairfax2015.com or fax to 571-418-8129.

My check for \$ _____ is enclosed, payable to Fairfax 2015, Inc. Please include Federal Tax ID No.

Please charge \$ _____ to my credit card. ☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

NAME ON CARD: _____

CARD NUMBER: _____ EXP. DATE: _____

I understand the Merchant Incentive Program will run from June 20 – September 1, 2015 and be open to credentialed 2015 Games athletes, guests, and volunteers. I further authorize Fairfax 2015 to charge my card and process payment in the amount identified above.

SIGNATURE

DATE

