

Downtown “BFD Experience” VIP Program



The Downtown Billings Association (DBA) is excited to present the new "Downtown BFD Experience" program as a primary marketing and promotion program for merchant members of the DBA. Part loyalty program, part individual-membership to Downtown Billings, the BFD Experience Card allows a new level of engagement and service to BFD cardholders and DBA members. BFD Cards are intended for a wide audience to build value in frequenting downtown as the place to shop, eat, and find desired services, entertainment, and recreation.

It's pretty simple. Cardholders show their card at local downtown businesses and they receive a discount or benefit. You decide what that is. We have many businesses that have already signed up; there is no cost upfront cost to you the merchant/business, just a discount or benefit at point of sale. Please join this great downtown program that reminds us, there's no place like local.

Promotion - Value - Loyalty - Growth

- BFD Cards will be marketed through a variety of methods and available online, at the DBA office, through event info booths, and distributed as employee-benefit programs and wholesale as requested.
- All card benefits can be found online at downtownbillings.com/BFD and in a printed Menu Of Benefits. BFD Cards will be valid for a full calendar year as imprinted on the cards and should primarily benefit 1 cardholder. Program renews every year and will include new contracts, adjusting benefits/offers, and redesign of the cards/expiration of old cards.
- BFD program includes communications program for purchasers of the card (via Facebook Group and/or email marketing).

DOWNTOWN BILLINGS BFD MERCHANT AGREEMENT

The annual BFD Experience is an annual program, for the year of _____, and is available to participate in *free of charge* to current business members of the Downtown Billings Alliance. This agreement allows for the marketing and promotion of an agreed upon service upgrade or discount by the DBA and the commitment to honoring the agreed upon service upgrade or discount for the completion of 1 calendar year by the merchant for anyone presenting the “BFD Experience” card or app.

Business Name:

Main Contact:

Phone:

Website:

Email:

Craft the Perfect Upgrade/Reward. Please specify below the upgrade/discount offering you will commit to for the above calendar year for the BFD Experience program:

Experts advise against limiting your rewards program to just discounts, because discounts don't have a lasting impact on customers' memories. Physical prizes or earned bonuses resonate much more.

For help crafting a memorable upgrade to your service that allows you to demonstrate the best of what you do, Please email Ray Porrello at rporrello@downtownbillings.com for assistance.

- Ok to display window decal “BFC Card Accepted Here”
- Ok to display point-of-sales display showcasing the specific offer (for patrons and staff)

The undersigned agrees to the above terms of the agreement, to honor the stated service upgrade or discount for the duration of the stated calendar year, and allow for the promotion and marketing thereof for the development and growth of this downtown loyalty program:

Merchant Representative: _____ **Date:** _____

Downtown Representative: _____