



CHEAP SKATE 2008 - 2009 Partnership Application

DEADLINE: November 19, 2008 – THIS MUST BE FILLED OUT COMPLETELY AND BE ACCOMPANIED BY PAYMENT OF \$100 TO: Carson City (in memo line please write "cheap skate partner.") No exceptions.

All questions can be directed to Tammy Westergard, 887-2101x3 or 230-4964 (cell) I am available after hours to help you think this through, I will come pick up this completed form and your check and then I will bring you your collateral package the next day. POINT IS YOU HAVE TO DO YOUR PART – OTHERWISE THIS WON'T WORK AND YOU WILL NOT BE INCLUDED. SO ... MAKE THIS WORK FOR YOUR BUSINESS OR ORGANIZATION IT'S AN AMAZING OPPORTUNITY. ☺

Please type or print clearly in ink:

Business / Community Partner : _____ (Full name as you want listed)
_____ (website address/url)

Upon acceptance email business / community partner logo to: twestergard@ci.carson-city.nv.us)

Description of business or community organization (as you want your business/group described in all marketing material. 40 words max:

For Community Organizations ONLY: Would you be willing to perform/host event/organize outreach at venue? _____ If so, state: date, time, details – ie: how many people you'd bring, what would be the nature of your involvement, would this be a one-time meet at the rink or something weekly?

DEADLINE to reserve opportunity: Nov. 30.

Using the CHEAP SKATE messaging program: PLEASE – think this through now. You get weekly updates to the web and daily rink announcements on the public address system – like a commercial. Determine what you would like us to say in the *daily P/A announcements* at the rink about your business or community group. Announcements will change each Monday for that week and also be posted on the ice rink website. This is very important. This will be one of the best ways you can keep your involvement interesting and changed-up, to bring in more customers and people.

It doesn't have to be complicated. You just need to decide now what you want to talk about to your customers or to your members each week relative to this partnership. Maybe for some of you the message will be the same, "Come see what kind of cheap skate special we have for you this week!" OR maybe you'd like to push a certain item on your menu, OR maybe you'd like to push a certain outreach/awareness issue you're trying to get the word out about. **POINT IS:** get out your calendar, think this through and fill out this form.

We want to get it right, and if you put it down in writing there will be no questions. This all starts Monday December 1. SORRY NO EXEPTIONS TO THIS – IF YOU DON'T FILL OUT THIS FORM YOU WON'T BE MENTIONED OR LISTED. AGAIN, IF YOU CAN'T THINK THIS THROUGH IN ADVANCE, THEN SIMPLY CHOOSE THE "COME AND SEE MESSAGE" – BUT YOU HAVE TO FILL OUT THE FORM COMPLETELY.

MONADAY –D ECEMBER 1

MONADAY –D ECEMBER 8

MONADAY –D ECEMBER 15

MONADAY –D ECEMBER 21

MONADAY –D ECEMBER 29

MONADAY – JANUARY 6

MONADAY – JANUARY 13

MONADAY – JANUARY 20

MONADAY – JANUARY 27

MONADAY – FEBRUARY 3

MONADAY – FEBRUARY 10

Collateral Package to be used in your business:

- **Big Poster** _____ (number you need)
- **We're a "cheap skate" poster** _____ (number you need)
- **Hand bills** _____ (average of your daily customers x 62 days)
- **Table Tents** _____ (number you need)

Contact Name: _____

Mailing Address: _____ **email:** _____
_____ **City,** _____ **State** _____ **Zip:** _____

Signed: _____ (authorized signature)

(With this form, payment and completely filled out application, I agree this is the correct information for my participation in the Arlington Square Ice Rink Cheap Skate Program 2008 - 2009. I further agree I will use the collateral materials diligently and to the best of my ability successfully execute the partnership elements in my business/organization.)

Internal Use ONLY: application accepted __Y / __N (if, no reason _____)
signed: _____ **collateral delivered** _____, **payment check #** _____