



Dear Chamber Members

Pacific Coastal Airlines is offering an opportunity for cross promotion.

The Key to the City program

Background:

Pacific Coastal Airlines prints out a hard copy boarding pass for each and every customer that arrives at check - in. As you know, this boarding pass is required to pass through security. In most cases the customer throws out the boarding pass upon arrival at their destination, as the boarding pass has no intrinsic value after its initial use.

What is it?

The proposed Key to the City program is meant to add real value to the printed boarding pass, as well as encouraging visits to local businesses, by attaching discounts for goods and services to the boarding pass. Customers would be advised to hang on to their boarding pass and show it at participating businesses to access posted discounts or services.

How it works

Interested businesses would provide their business name, type of business, address and contact info, and the discount or service offered to Pacific Coastal customers presenting a valid boarding pass. This discount or service would be good for 3 months (September - November), with the list of participating businesses and offers being refreshed every quarter.

Pacific Coastal would develop the Key to the City brand, and market this via its website, social media, airport check-in counters, and other means as required.

NO cost

There would be no cost to participating businesses. However, those businesses who subscribe to the program would be required to commit to the offer as published, without change, for the duration of the 3 month period. Companies wishing to change or adjust their offering could do so at the time of the next published list. Those businesses who wish to withdraw would do so by simply not participating in the next published offering.

If your business wishes to participate in this exciting opportunity, please email the Chamber Office and we will pass along your information to Pacific Coastal Airlines. Please remember to include business name, type of business, address and contact info, and the discount or service offered. Deadline -July 31st, 2014.
info@cranbrookchamber.com