



HYP Passport Card Enrollment Form *(Please fill out this form clearly and completely)*

Name of Establishment

Name of Manager or Owner (point person for HYP to contact)

Address

City and State

Zip

Phone

Fax

Email address (Let us know if you're on Twitter, Facebook, etc too!)

Discount Offered:

I will participate in the HYP Passport programs and will honor the discount stated below for the calendar years of 2011-2012, when the Passport card is presented to me and/or my employees.

In order to ensure this program encourages new people to patronize Harrisburg City's many businesses and cultural amenities and to ensure that your establishment develops loyal customers and added incentives for existing clientele, we suggest offering a significant and/or substantial discount. Suggested offers include but are not limited to:

EXAMPLES (Please make it a meaningful offer for customer)

- Free appetizer or drink
- Buy one get one free offers
- \$10 off ticket price
- 15% off food and beverage
- VIP status/tour
- One month membership free

Discount to be offered by this business:

Signature of Owner/Manager

Date

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Comments or suggestions *(Please continue on back of page if necessary):*

See reverse to learn how the Passport Program benefits your business!

Harrisburg Young Professionals (HYP) – Passport Program Member Benefits

- **Passport is a premier program of the Harrisburg Young Professionals**
 - Passport Program mission is to support your Harrisburg business by developing loyal customers, foot traffic, and providing cost-effective marketing opportunities
 - Passport participating businesses will be marketed to all HYP members, and attendees of HYP events
 - Each HYP member will receive a Passport (**800+ dues-paying members**)
- **Your business highlighted on HYP website**
 - **Average of 2,400+ visits per month.**
 - Discounted HYP website and email advertising
 - A link will be provided to your business' website
- **“Member of the Month” highlight program**
 - No-cost HYP website and email advertising to 1,700+ members and supporters
 - Monthly email blast showcasing the “Member of the Month” business
 - Opportunity to highlight your business at monthly HYP events
- **HYP will use our highly popular events to highlight Passport participating businesses**
 - *HYP Events held only in Passport participating business locations**
 - *Average of approximately 4 events per month in 2010.*
- **Your business will be showcased to all HYP members**
 - A link to your website will be provided in weekly membership communications
 - More than 1,700 people will receive information on your business
 - Demographics of HYP members
 - Young, connected, and engaged professionals
 - 170 members live within the immediate city limits
 - Many members in the finance, non-profit, real estate, marketing, and government sectors.
 - *Buzz generated by highly networked people!*
- **Your business promoted to regional college students**
 - Existing HYP partnership with Harrisburg University will promote your business to 100+ HU students
 - *Planned outreach to other regional colleges will further promote your business to thousands of Harrisburg region college students in 2011 and beyond!*
- **Discounted HYP Corporate Partnership**
 - *Reward your employees by providing them networking and professional development opportunities through a discounted HYP membership - Only \$10/year (66% discount) !*
- **Point of sale marketing!**
 - HYP will provide each business with signage to show your participation and support of the HYP Passport Program while driving new and increased traffic to your establishment.

**Unless explicitly approved by the HYP President.*