

ELBOW PARK

RESIDENTS ASSOCIATION

Hello Neighbour!

Did you know the Elbow Park Residents Association serves over 1,200 local households?

Through frequent communications, events and outreach we're constantly striving to create a vibrant and supportive neighbourhood - and we want to partner with YOU! We're looking for businesses interested in providing discounts on merchandise and services to residents who hold a valid Elbow Park Residents Association (EPRA) Membership.

How will a partnership with the EPRA benefit my business?

Recent polls indicate that our neighbours prefer to support small and local businesses over big box stores and name brands. A partnership with the EPRA is the perfect opportunity to optimize this support.

How will the EPRA market our partnership?

Business partners will be featured in EPRA Website, newsletters and emails as well as discussed on our Facebook page. You'll also be listed in our semi-annual Elbow Park Gazette! Whenever an individual signs up or renews as a member, an email will be sent to them outlining the perks of membership, including a list of business partners.

You've sold me - I want to partner with the EPRA! Now what?

Use the attached form to tell us about the type of discount or perk you would like to offer our members.

You can also complete the form online at www.Elbowpark.com/LoyaltyProgram



FAQ's



Do I need to offer a certain discount?

NO! We understand that each business is unique and can offer different discounts or promotions and we encourage each business to offer what works best for them. Here are a few examples: 10% off all purchases, free consultation, buy five get one free, 15% off purchases over \$150, EPRA Member only shopping nights, etc.

How will I know if someone is an EPRA Member?

All EPRA members have access to a virtual member card via their membership account. Simply ask for their member card for proof of membership. You can also use the honour system at your discretion.

How can I ensure my staff know we're part of this program?

The EPRA is happy to provide each business with a postcard that outlines the program and the discount your business is offering. Leave this card by your checkout or in a staff room so that everyone can be informed.

I'm not sure an ongoing discount works best for my business, is there another way to support the EPRA and community?

YES! There are so many ways to get involved. The EPRA is a registered charity and can provide tax receipts for cash donations and/or gifts in kind. We also have the opportunity to partner with us through sponsorship of events and programs. The options are endless and we are always open to suggestions from you!

Simply contact us at fund@elbowpark.com



EPRA Member Loyalty Program Business Partner Agreement

Thank you for becoming a partner in our Member Loyalty Program!

Please complete the information below and email it to fund@elbowpark.com or mail to:

Elbow Park Residents Association

800 34 Ave SW Calgary, AB

T2T 2A3

Business Name:

Business Location:

Business Contact Name and Title:

Business contact phone/email:

Partnership Terms (discount, promotion, etc.):

Comments:

Business Contact Signature:

Date: