



Official Fly Monterey Alliance Partner
PARTICIPATION AGREEMENT FORM
Hospitality Category

GENERAL BUSINESS INFORMATION:

Name of Business:

Business Street Address:

City:

State:

ZIP Code:

General Telephone:

General Fax:

Web Site:

of Guest Rooms
(if applicable):# of Concierge
(if applicable):# of Front Desk Staff
(if applicable):**POINT-OF-CONTACT FOR FLY MONTEREY:**

Point-of-Contact Name:

Title:

Direct Telephone:

Fax:

E-Mail:

PARTICIPATION INTEREST CHECKLIST & AGREEMENT:

In order to fulfill the Fly Monterey Alliance obligations, Official Alliance Partners are asked to agreeing to three mandatory methods of participation and to choose three optional methods of participation.

Representing the above business/organization, I commit to participating in the Fly Monterey Alliance by:

Required methods of participation:

- ... training employees about updates and type of air service available at MRY. Yes
- ... including a "Fly Monterey" message and logo to your web site (integrating into home page, in the directions section, and/or links to Fly Monterey, etc.) Yes
- ... including "Fly Monterey" messages to newsletter and/or e-mail distribution list. Yes

In addition to the required methods of participation, partners must commit (check "Yes") to at least three of the following methods of participation.

- ... providing discounts to visitors traveling via MRY. Yes No Maybe
- ... funding of hard dollars into the Fly Monterey program. Yes No Maybe
- ... providing complimentary rooms or meals for out-of-market promotion packages. Yes No Maybe
- ... hosting a Fly Monterey reception/event at your property for no cost. Yes No Maybe
- ... distributing collateral to guests at check-in and/or special events. Yes No Maybe
- ... including a Fly Monterey message at the time of confirmation. Yes No Maybe
- ... placing table top collateral in guest rooms, front desk and/or restaurant. Yes No Maybe
- ... including a "Fly Monterey" message to all e-mail signatures. Yes No Maybe
- ... including a "Fly Monterey" message to welcome binders in hotel rooms or menus. Yes No Maybe
- ... including a "Fly Monterey" message within in-property television. Yes No Maybe
- ... adding a "Fly Monterey" message to your phone hold messages. Yes No Maybe
- ... affixing a "Fly Monterey" sticker to envelopes or mailings. Yes No Maybe
- ... sending concierge/other staff to "Fly Monterey" promotion training sessions. Yes No Maybe
- ... promoting "Fly Monterey" through face-to-face interactions with guests/customers. Yes No Maybe

GRANT PROGRAM QUESTIONNAIRE:

Members of the Fly Monterey Alliance that mention the *Fly Monterey* message prominently in their print advertising and other promotions are eligible to participate in a grant program reimbursing up to 25% of the cost of their promotions. A program participation fee may be required.

Are you interested in participating in this program? Yes No Maybe

If you answered "yes" to the above question, through which types of advertising might you mention the Fly Monterey message and request reimbursement?

Print – Magazines How much do you spend in this category in-state? _____ Out of state? _____
 Print – Newspaper How much do you spend in this category in-state? _____ Out of state? _____
 Print – Other How much do you spend in this category in-state? _____ Out of state? _____
 Brochures/Collateral How much do you spend in this category in-state? _____ Out of state? _____
 Radio How much do you spend in this category in-state? _____ Out of state? _____
 Television How much do you spend in this category in-state? _____ Out of state? _____
 Other (please specify): _____

OTHER COMMENTS & SUGGESTIONS:

Please provide additional comments or suggestions to the Fly Monterey Alliance:

Signature of Applicant:	Title:	Date:
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FORM SUBMISSION AND INFORMATION:

Organizations and businesses whose primary market is the *destination visitor* can submit the completed form or additional questions to Nat Rojanasathira of the Monterey County Convention & Visitors Bureau. Organizations and businesses whose primary market is the *local resident* can submit the completed form or additional questions to Jennifer Donat of the Monterey Peninsula Airport District. Contact information is available below:

Jennifer Donat
Monterey Peninsula Airport District
200 Fred Kane Dr., Ste. 200
Monterey, CA 93940

Direct: (831) 333-2300
Fax: (831) 373-2625
E-Mail: jdonat@montereyairport.com

Nat Rojanasathira
Monterey County Convention & Visitors Bureau
150 Olivier St.
Monterey, CA 93940

Direct: (831) 657-6416
Fax: (831) 648-5373
E-Mail: nat@mccvb.org

Thank you for participating in the Fly Monterey Alliance!