



**Official Fly Monterey Alliance Partner**  
**PARTICIPATION AGREEMENT FORM**  
**Service Category**

**GENERAL BUSINESS/ORGANIZATION INFORMATION:**

Name of Business/Organization:

Business/Organization Street Address:

City:

State:

ZIP Code:

General Telephone:

General Fax:

Web Site:

# of Employees:

**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 your visitors traveling via MRY.  Yes  No  Maybe
- ... funding of hard dollars into the Fly Monterey program.  Yes  No  Maybe
- ... providing complimentary services 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 customers at check-in.  Yes  No  Maybe
- ... distributing collateral to customers at special events.  Yes  No  Maybe
- ... placing table top collateral in waiting areas and break rooms.  Yes  No  Maybe
- ... including a "Fly Monterey" message to all e-mail signatures.  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:

**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!*