



## 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 are 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?

- |  |  |                     |
|--|--|---------------------|
| <input type="checkbox"/> Print – Magazines             | How much do you spend in this category in-state? _____ | Out of state? _____ |
| <input type="checkbox"/> Print – Newspaper             | How much do you spend in this category in-state? _____ | Out of state? _____ |
| <input type="checkbox"/> Print – Other                 | How much do you spend in this category in-state? _____ | Out of state? _____ |
| <input type="checkbox"/> Brochures/Collateral          | How much do you spend in this category in-state? _____ | Out of state? _____ |
| <input type="checkbox"/> Radio                         | How much do you spend in this category in-state? _____ | Out of state? _____ |
| <input type="checkbox"/> Television                    | How much do you spend in this category in-state? _____ | Out of state? _____ |
| <input type="checkbox"/> 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](mailto: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](mailto:nat@mccvb.org)

***Thank you for participating in the Fly Monterey Alliance!***