



Deals 101

We recommend that you offer a deal that aligns with your business best! Choose a deal that will entice people to claim your deal and think about how your offer could lead visitors to a bigger purchase and/or repeat business. For example, offer an app, and your guest will likely purchase a drink or a meal too or if you offer 1 ticket, folks will purchase another because they'll want to bring a friend!

Last year, our top 5 most viewed deals on SarasotaBigPass.com were:

- Sarasota Jungle Gardens - \$5 Off an Adult Admission
- Der Dutchman Restaurant – 25% Off Buffet
- Siesta Key Oyster Bar – 25% Off the Total Bill
- Discover Sarasota Tours – BOGO City Sightseeing Tour
- Element Modern Mediterranean Grill – 25% Off Lunch

Sarasota Big Pass Requirements

- Provide deals in one or more of the 3 categories (Buy One Get One Free of the same item, 25% off, \$5)
- Deals must be redeemable during the entire promotion
- Deals must last through September 30, 2020
- Sarasota Big Pass will run **August 1, 2020 – September 30, 2020**

Once you pick a deal, market it on your channels and to your audiences

- Post it on social media, tag VSC and use #SarasotaBigPass
- Create a dedicated landing page on your website or include it on your homepage
- Create marketing materials to post in your business such as on your menus, specials board, outdoor signage etc.
- List it in your eNewsletters to your customer base
- Ensure your staff know about it. They are walking advertisements!