



Dear Sarasota County Tourism Business,

We are excited to announce Sarasota Big Pass will be back this year starting August 1st! Sarasota Big Pass will be a digital discount card available to locals and tourists to help drive business during the months of August and September. VSC will make it easy for individuals to redeem by allowing website visitors to view deals directly on SarasotaBigPass.com.

This year we will also allow Sarasota County non-partners to participate in Sarasota Big Pass 2020 (with limited marketing opportunities). Listed below are great social and digital opportunities for VSC partners to take advantage of as part of Sarasota Big Pass 2020.

Businesses can participate by offering at least one of three deals: Buy One Get One Free (BOGO), 25% off and \$5 off. Participants can choose to offer multiple deals if they are in line with the three deal options. Items can include admission tickets, food, tours, hotel rooms, etc. Once you submit your deals, they cannot be changed. Once a deal is submitted, it will be offered for the remainder of the Sarasota Big Pass promotion. As customers come to your business to redeem these deals, they must show the deal digitally or mention the promotion.

It is imperative that your frontline staff is educated on the deals you are offering for this promotion so customers can easily redeem. To help you with this, we have created a one sheet flyer for you to post in a general area for your employees to see.

Sign me up! To simplify participation, we have created an online registration form. Registrations will be accepted throughout the 2-month program. Go to www.SarasotaBigPass.com and click the registration button.

VSC has created a multi-channel marketing and promotional program to support Sarasota Big Pass:

- Individual business promotion(s) and information listed on SarasotaBigPass.com
- Earned media opportunities via broadcast, print and online publications for VSC partners only
- Social media posts and videos, and digital amplification of custom content featuring select Sarasota Big Pass participants (VSC partners only)
- Printed promotions will remain general to the program and will be distributed based on ability to distribute
- Mixed Media Campaigns with local publications such as SRQ Magazine

We would like to thank you for your support, and we hope that you will participate in Sarasota Big Pass.

Best wishes,

Enriqueta Balandra

Project Manager • Visit Sarasota County • EBalandra@VisitSarasota.com