

more card

Promotional Campaign for Participating
Currituck County Businesses 2014

Get MORE Customers with the Redesigned 2014 Currituck OBX MORE Card Program

In an effort to supercharge exposure for tourism-related businesses like yours in Currituck County, the Tourism Department has given our MORE Card program a facelift. Our visitors (and everyone for that matter) love discounts! Participating in the MORE Card program is a fantastic opportunity to promote your business to thousands of tourists each year.

To participate, you simply need to provide a discount, deal or special offer to run for the entire calendar year, and in return, your business will be promoted for FREE the following ways:

Online advertising

Year-round Google display and search campaign featuring the MORE Card
Year-round featured link in all Google Pay-Per-Click advertising (sitelink extensions)

Visitor Centers

Special brochure rack sticker in both visitor centers for MORE Card participants
Promotion to walk-in traffic at our visitor centers (over 100,000 people in 2013)

Television

MORE Card commercials airing on Charter cable

Website

(over 400,000 unique visitors last year)

Listing on our "Deals" page on www.VisitCurrituck.com year-round
Special deals tab on each participating businesses' listing details page
Visibility site-wide via our "Deals" widget
Website visitors will have the ability to download/request the MORE Card online

Print advertising

Full-page ad in the 2014 OBX Visitor's Guide promoting the MORE Card Program

Email

MORE Card E-blast to our 90,000 opt-in subscribers (Spring 2014)



Participation is Easy! Simply complete and return the form on the back of this flier.

2014 Currituck MORE Card

Business Participation Agreement

The goal of the Currituck MORE CARD Program is to help increase sales at Currituck County businesses.

The program is offered free to any tourism-related business* located in Currituck County. There is no charge for businesses to participate in the program. Cards are available to the public at no cost.

By submitting the sign-up form below, businesses agree to offer the stated discount, special or value for one year (January 1, 2014 through December 31, 2014). Card holders are entitled to values, discounts and

specials offered by participating businesses. Offers cannot be used with other promotions, specials, coupons, sales or discounts. Card must be presented by the card holder at the time of purchase.

The Currituck County Department of Travel and Tourism may terminate this program at any time upon 30-day written notice to all participants.

**Tourism-related businesses are ones that are frequented by visitors, including restaurants, accommodations, retail stores, gift shops, attractions, activities, etc.*

PARTICIPATION SIGN-UP:

Thank you for your interest in becoming a business partner in the Currituck MORE CARD program.

Please complete this form and return it to the Currituck County Department of Travel & Tourism,
106 Caratoke Hwy, Moyock, NC 27958; fax 252-435-2996.

Name of Business: _____ Type of Business: _____

Contact Person: _____ Phone: _____

Street Address: _____ City/Zip: _____

Mailing Address: _____ City/Zip: _____

E-mail: _____

List the discount to be offered: A minimum 10% must be provided, or the item given must be valued at no less than \$3.00. Include ALL limitations and exclusions (e.g.: card may only be used once per day; not all rental homes available for discount; discount not available on certain black-out dates). Please limit words to 20 or less:

Signature of Business Owner / Authorized Person: _____ Date: _____

Printed Name of Business Owner / Authorized Person: _____
