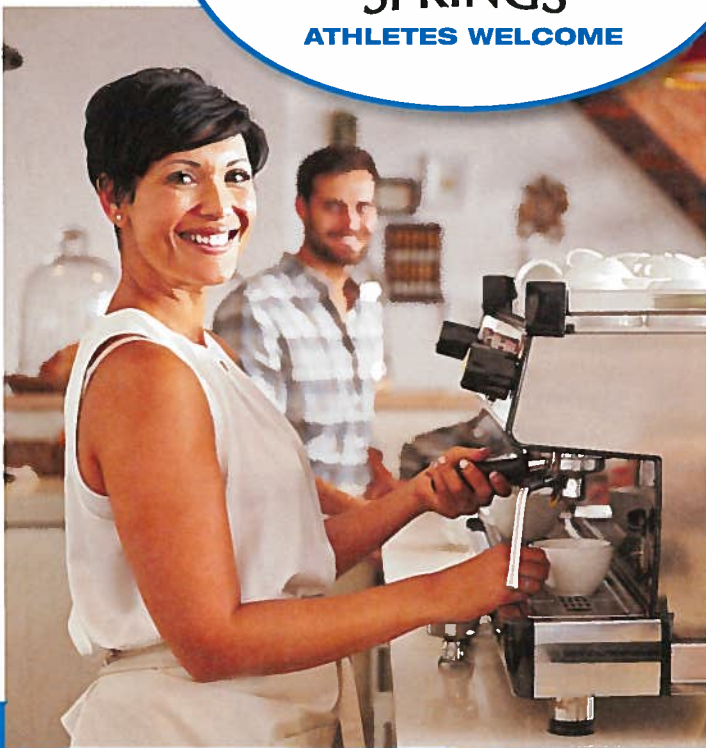


OLYMPIC CITY USA



WELCOME TRAINING ATHLETES & OLYMPIC ALUMNI TO YOUR ESTABLISHMENT



- Through the Athlete's Welcome Program, we will promote discounts and offers to both training athletes and coaches and local resident Olympic Alumni, encouraging them to visit your place of business.
- We will disseminate a sticker to be placed on their Athlete ID card. This can be displayed to the merchant just like a military ID or Entertainment Book Card.
- In return for your support, we will communicate to athletes that use of this discount card is a show of support for their training, and we will encourage them to tweet, pose for photos, etc. This is optional for the athlete.
- Your business will receive an ATHLETES WELCOME Colorado Springs decal for your front window, showing our community and our athletes, that you are a participating vendor and that you support our culture.

**How do I
get started?**



sign me up

Simply fill out the form below, OR visit **OlympicCityUSA.com** to register for the program. Indicate what discount (e.g. buy one, get one 50% off, free appetizer with purchase, etc.) you wish to offer. Return this form* or send your offer via email to olympiccityusa@springsgov.com.

Business Name _____

Contact Person _____

Phone _____ Website _____

Email _____

Facebook Acct _____

Twitter Acct _____

Instagram Acct _____

Number of decals needed _____

Offer (i.e. buy one entree, get one half off) _____

Additional business info:

FREQUENTLY ASKED QUESTIONS

Q: How many Discount Stickers/Cards will you distribute?

A: The goal this year is 10K cards

Q: Who will receive them?

A: We expect the breakdown to be:
500 Olympic Alumni (Ages 30+)/team staff
9000 Athletes (Ages 18-30)
500 Coach/Staff Members (Ages 25-55)

Q: How many businesses will participate?

A: 30-60, including a mix of dining, service and recreational establishments

Q: How will cards be distributed?

A: Our partners at the Olympic Training Center and City Staff

Q: Can I promote my business's involvement

A: Yes, you can promote your business as part of this City program. Please note, you **MAY NOT** use Olympic terminology or marks in this promotion, as those are tightly restricted and trademarked.

Q: Can I quit the program or change my offer?

A: Yes. We will ask for re-registration every year.

