

# VIA VIVA PASSPORT PARTNERSHIP AGREEMENT 2019 (INCLUDES FOUR ISSUES)



**Space is limited** Please return your agreement by Jan. 8, 2019 to be included in the Winter/Spring 2019 edition.  
Materials deadline is Jan. 10, 2019.

Welcome to VIA Metropolitan Transit's VIVA Passport Program. The VIVA Passport is a ticket to adventure, information and incentives for existing and potential customers. As a participating VIVA Passport Partner, you have the opportunity to promote your VIVA destination with support from VIA and other partners.

To reserve your place in the Winter/Spring 2019 edition, to be distributed in mid-January, please review the in-kind promotional investment requirements below, as well as the content guidelines. Return a completed copy of this agreement to VIA by Jan. 8, 2019.

For questions or to submit your Partnership Agreement, please contact VIA Corporate Communications Director Rachel Benavidez at [rachel.benavidez@viainfo.net](mailto:rachel.benavidez@viainfo.net).

PASSPORT PARTNER PARTICIPATION	VIA VIVA SUPPORT
<ul style="list-style-type: none"> <li>• Provide a unique and valuable offer</li> <li>• Mention VIVA on website</li> <li>• Promote Passport on social media</li> <li>• Include VIVA promotion in marketing events and activities</li> <li>• Display VIVA materials and Passport booklet</li> <li>• Other promotional support: _____</li> </ul>	<ul style="list-style-type: none"> <li>• Ads: Full-page (Organizations), ½-page (Venues/Hotels), ⅓-page (Shops/Restaurants)</li> <li>• Point-of-sale merchandising materials: window decal, counter/table tent, poster, brochure display unit with VIVA Passport booklets and VIVA promotional brochures</li> <li>• VIVA digital assets</li> </ul>

(For each issue, ORGANIZATIONS commit to a minimum of four (4) activities. VENUES/HOTELS commit to a minimum of three (3) activities. Please circle your choices in above chart. SHOPS/RESTAURANTS commit to: 1. Provide valuable offer. 2. Promote Passport booklet on social channels or other medium.)

## CONTENT GUIDELINES

Please remember:

The deadline to submit materials to be included in the Winter/Spring 2019 edition is January 10, 2019.

- Provide hi-res PDF ad to size guidelines provided on spec sheet.
  - Recommended offer expiration: March 31, 2019
  - VIA reserves the right to approve all content.

\_\_\_\_\_  
Partner name (Individual)

\_\_\_\_\_  
Partner name (Venue or Business)

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Date

\_\_\_\_\_  
Email

Please circle one: I represent a(n) ORGANIZATION,  
VENUE/HOTEL, SHOP/RESTAURANT.

Return completed form to [steve.cerna@viainfo.net](mailto:steve.cerna@viainfo.net)

