



Explore the Heart  
of San Antonio

# LET'S VIVA!

VIA Metropolitan Transit will kick off its **2019 VIVA Partners Program: Passport to Explore the Heart of San Antonio in January**. Thank you for being a valued partner and essential to the success of the VIVA program. As a participating partner, you help VIA drive customers to your venue—literally.

**More than 34 million visitors** arrive in San Antonio each year, many with destinations in Downtown San Antonio and the region's cultural corridors that are home to some of the most popular sites in Texas. **VIVA is the connection.**

**VIVA's three routes are designed to support you**—the cultural and historic sites, small and local businesses, hotels, and restaurants in the heart of San Antonio.

**Thanks to you**, VIVA delivered more than 700,000 passenger trips since it launched in 2016. You can continue to be part of that success!

## SUPPORT THE VIVA PASSPORT PROGRAM.

The VIVA Passport is a guide to adventure, filled with valuable information and incentives for existing and potential customers. Participating partners will be included in the Passport as a featured VIVA destination. Partners have the opportunity to provide added-value offers for passengers, such as discounts or coupons for goods or services. There is no cost to participate in this cross-promotional partnership.

## HERE'S HOW IT WORKS:

### 1 SIGN UP TO PARTICIPATE.

Sign up by emailing VIA Marketing Manager Steve Cerna at [steve.cerna@viainfo.net](mailto:steve.cerna@viainfo.net) by the specified deadline to be included in the next VIVA Passport.

### 2 CRAFT YOUR OPPORTUNITY.

Provide content, artwork, and an added-value offer to VIA by the specified deadline and according to the content guidelines.

### 3 SPREAD THE WORD.

- Provide display space at your venue(s) for VIVA materials, including Passports.
- Share VIVA promotions on your social media and website(s).
- Promote your added-value offer for VIVA customers.

## WHAT ARE THE BENEFITS?

VIVA Passport partners will enjoy:

- Inclusion and integration into VIVA media and marketing efforts.
- Presence in on-board VIVA promotions.
- Mention on VIA social media and website.
- Ability to promote your seasonal activities and offers.

## KEY DATES

SEASON	EFFECTIVE DATES	CLOSING DATES	FORMAT
Winter/Spring 2019	Jan. 15-March 31, 2019	Jan. 10, 2019	Printed Booklet
Spring/Fiesta 2019	April 1-June 30, 2019	Feb 15, 2019	Printed Booklet
Summer 2019	July 1-Sept. 30, 2019	April 15, 2019	Printed Booklet
VIVA Holiday 2019	Oct. 1-Dec. 31, 2019	Aug. 15, 2019	Printed Booklet

## LEARN MORE

Visit [VIAinfo.net/VIVA](http://VIAinfo.net/VIVA) and follow VIVA on Facebook.

For more information on how to become a participating partner, please contact Corporate Communications Director Rachel Benavidez at [rachel.benavidez@viainfo.net](mailto:rachel.benavidez@viainfo.net).

