



## VIA VIVA PASSPORT CALENDAR

The VIVA Passport will be issued seasonally, to support the major events and peak periods for activity in the cultural corridor. The selected dates will allow partners to feature seasonal activities and themed incentives for enhanced impact with customers.

| 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 |

## CONTACT

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

