

VIRGINIA BEACH

L I V E T H E L I F E

Virginia Beach Live the Life Savings Pass

August 29, 2022

Dear Virginia Beach Tourism Partners,

The Virginia Beach Convention and Visitors Bureau is excited to announce a year-round, **NEW, Virginia Beach Live the Life PASS** designated specifically for **MEETING, SPORTS, AND GROUP TOUR ATTENDEES**. Events such as Sports Competitions, Virginia Fire Chiefs, Rescue Squad, dine-around nights, etc. bring thousands of participants to Virginia Beach each year and this is your opportunity to get your business promoted and in the hands of the attendees and their families.

HERE'S HOW IT WORKS:

In our effort to drive the attendees to your business we will once again build a list of special offers through our technology partner Bandwango. The digital pass will be valid beginning **October 1, 2022 – September 30, 2024**. (Two-years) This means that your offer should be valid year-round for two years to be included in the pass and you will only have to submit your offer once for promotion at all the events. Note: offers can be added and or changed throughout the two years, but the commitment must be for two years.

RESTAURANTS:

Please provide a percentage off or a special offer and any additional perks you would like to advertise. Some examples might be 15% OFF, free appetizer, dessert, and or free soft drink. **Note:** Your listing and offer will be digitally displayed on the guest's screen under the restaurant category. The guest will present the offer to the server and he or she will press the redeem button. By pressing the redeem button, this allows us to keep a database of those who visited your business.

ATTRACTIONS:

Please present a percentage off or dollar amount savings off - of admission and or gift shop, food, etc., and any additional perks you would like to offer. If you provide online booking, please be sure and provide the URL and any promotion codes needed. **Note:** Your listing and offer will be digitally displayed on the guest's screen under the attractions category. The guest will present the offer to the attendant and he or she will press the redeem button. By pressing the redeem button, this allows us to keep a database of those who visited your business. Once you submit your form to participate, a representative will reach out to you to confirm your offer. Please submit your form **as soon as possible**.

Should you have any questions regarding your offer or this new pass, please be sure to contact me or Dani.

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Please click the link below and complete the form:

https://docs.google.com/forms/d/1ja5UIDiuwIDv8Td7_wrPrdMPFRgcF4VYYGb_h8BqOVw/edit?usp=sharing

Warm Regards,

Kelli Norman