



CSUEB DISCOUNT PROGRAM

Introduction Letter

Dear Business Owner/Manager,

In an effort to improve the California State University student, faculty, and staff experience and promote CSUEB shuttle service to downtown Hayward, the Associated Students, Inc. and Parking & Transportation Services Department have partnered to work with Hayward businesses and the Hayward Chamber to promote a discount program for our campus community. We have been registering businesses for the program and then advertising this program to our students, faculty, and staff through web, social media, on campus promotions, and tabling events. We are thrilled to offer this discount program to our campus community so they can see all that Downtown Hayward has to offer! We would like you to be a part of this exciting opportunity.

Our Offer:

CSUEB Associated Students and partners will cover all initial costs associated with the printing and designing of marketing materials for this program. All we ask is that you provide a discount of 10% or more off a typical service, product, or food item, or you can propose an equivalent discount. The discount will allow us to introduce our students, faculty, and staff to your business and hopefully increase your future foot traffic. We will also provide new decals for your business. The decals have a QR Code printed on them, which will link anyone with a QR code reader (smart-phone, etc.) to the ASI-CSUEB Discount Program website, where they can see all businesses currently participating in our program, including yours!

Currently, the program requires that the Campus ID Card be shown to receive the discount.

If you would like to participate, please register using the Letter of Agreement included with this material and fax to (510) 885-7415, Attn: Lil Parker

or scan and email it to lil.parker@csueastbay.edu.

For more details and questions kindly contact:

Lil Brown Parker

Business Service Manager, Associated Students Inc.

(510) 885-2681

lil.parker@csueastbay.edu.



LETTER OF AGREEMENT

VENDOR INFORMATION: Please Print		
Company Name:	Owner/Manager:	
Business Address:		
Business Tel #:	Fax:	Business Email:
Proposed Discount*:		

***Alcohol or tobacco discounts cannot be accepted in the program at this time.**

Terms: The discount should be valid on a quarterly basis: Check all quarters you wish to participate in.

Summer Quarter 2018: June 19, 2018 to August 19, 2018

Fall Semester 2018: August 20, 2018 to March 26, 2019

Spring Semester 2018: March 27, 2019 to June 18, 2019

CONSENT TO OFFER:

I agree to provide the discount described above to be in CSUEB's 2018-19 Discount Program. I agree to honor the discount in my establishment through the approved quarter. I understand that I will not be reimbursed by CSUEB or Associated Students, Inc. for any discounts I give for any reason. I understand that I will have to post a participation sticker on the door of my establishment and hang a promotional poster in a prominent location in my establishment. I understand that my establishment may be featured in advertisement of this program to the campus and Hayward community. I understand that failure to provide the discount I agree to or consistent complaints from the CSUEB campus community will terminate my participation in this program. I understand that I must give at least 30 days' notice and return my participation sticker and poster if I choose to drop out of the program for any reason. I understand that my particular discount offer must be approved by the program administrator before I can begin providing the discount as part of this program.

Print Business Owner/Manager Name

Phone:

Business Owner/Manager Signature

Date: