

## Frequent Rider Card - Grow Local Business!

The Frequent Rider Card boosts local shopping through healthy, sustainable transportation. Most customers with bikes make short local trips - they are great customers for local businesses.

The card is provided through community groups (including Menlo Spark, Bike Menlo Park, Friends of Caltrain, and the Silicon Valley Bicycle Coalition). The program is also being promoted through the City of Menlo Park and the Chamber of Commerce.

**How it Works:** When participants ride to shops on the list *and make a purchase*, they have their card stamped. At their seventh visit, participants are eligible for a small prize or promotion at that store. The card looks like this (unfolded view below):



### How to Participate as a Merchant

- 1) Your business is listed on the Frequent Rider Card and the program's promotions including website, email, social media, and newspaper.
- 2) Your business chooses a small prize or discount to offer for a frequent customer who has made purchases at 7 local businesses.
- 3) When a customer makes a purchase showing a card and a bike helmet, your staff checks off one of the bikes on the Frequent Rider Card.
- 4) When a customer comes to your business and makes a purchase with 6 bikes already crossed off their card, offer them the prize or discount.
- 5) Let staff know about the promotion, how to check off a purchase, and how to offer prizes.
- 6) Each store keeps redeemed cards for later pickup by a Frequent Rider Card program volunteer.
- 7) The program will have a kickoff at the Halloween Hoopla on October 29, with additional promotions targeted for Small Business Saturday, November 26. Cards expire on December 31, 2016

We will collect the Frequent Rider Cards that are redeemed at your store and will do a survey on the program.

The value of prizes is tax-deductible, via the Frequent Rider Card Project of the Foundation for Regional Transit, EIN 94-3196927

### **Would you like to join the Frequent Rider Card program to promote local shopping?**

Contact us at [bikemenlopark@gmail.com](mailto:bikemenlopark@gmail.com) or visit our website [bikemenlopark.org](http://bikemenlopark.org)



## Business Prize Donation

### Bike Menlo Park - Frequent Rider Card Merchant Participation

Please complete the following and send to [bikemenlopark@gmail.com](mailto:bikemenlopark@gmail.com).

Name of Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

**Prize description.** Choose a small prize or discount with a value \$10 or less. Examples include: Please including any limitations on nature or use of the prize (e.g., “free single scoop ice cream” or “super burrito” or “\$10 discount on purchase \$75 or above”).

\_\_\_\_\_  
\_\_\_\_\_

Dollar value per prize: \_\_\_\_\_

Authorized Representative Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

***Please return this form to [diane@MenloSpark.org](mailto:diane@MenloSpark.org) and attach your business logo and tagline for inclusion on the Frequent Rider Card.***