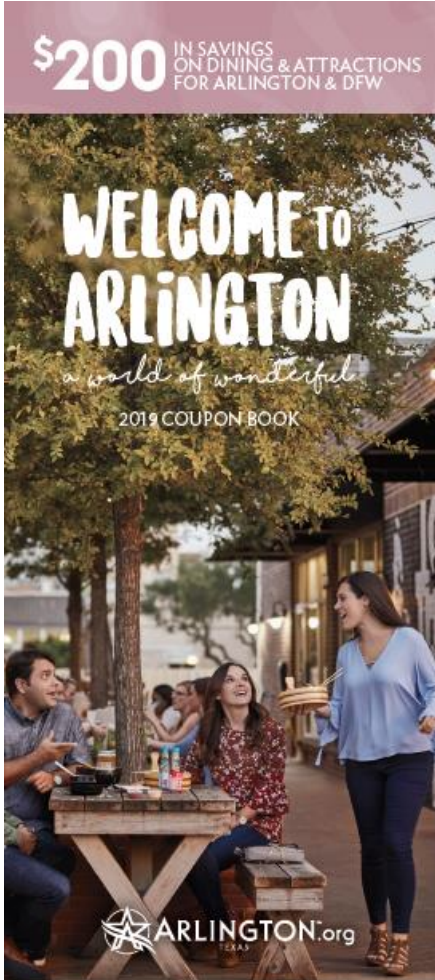




COUPON PROGRAM



The Arlington Convention & Visitors Bureau is excited to offer a valuable leisure marketing opportunity that will reach thousands of potential Arlington visitors in 2020.

The **2020 Arlington Marketing Partners Coupon** program is a continuation of the successful program that began in 2009 along with the STAR Restaurant program with more than 10 years of success. For 2020, we are looking to enhance the program by providing a more robust digital opportunity. We are working on the platform right now but will launch this opportunity in October 2019. We will continue to distribute 400,000 pieces promoting the new digital program to area locations including key travel information spots as well as the “coveted” Six Flags Over Texas front gates.

The investment will most likely remain the same for 2020, \$3000, which not only provides a great marketing opportunity for your organization but also supports our efforts to promote Arlington as a premier visitor destination.

Please be on the lookout for details on this program in October.