



Dear Grapevine Tourism Partner,

The Grapevine Convention & Visitors Bureau now offers the “Show Your Badge” program. Its goal is to help your business succeed by increasing revenues for your organization, maintaining value and culture within the city, markets the city and its businesses to convention and leisure groups and increases communication between merchants and the city.

The “Show Your Badge” program is designed to attract convention and leisure groups in Grapevine to visit restaurants, attractions and merchants by offering incentives such as value-added coupons, discounts and buy-one-get-one promotions. The Grapevine Convention & Visitors Bureau will give convention and leisure groups access to a microsite that will show these promotional opportunities. Delegates will be able to go into participating stores, restaurants and attractions and show their group badge to redeem the promotion.

This marketing opportunity is at no cost to you. The only requirement is a value-added item or incentive offer from your business.

Please complete the enrollment form and return it to me at [BTorres@GrapevineTexasUSA.com](mailto:BTorres@GrapevineTexasUSA.com)

We look forward to working with you.

Sincerely,

A handwritten signature in cursive script that reads "Betty Torres".

Betty Torres  
Destination Services Assistant  
Grapevine Convention and Visitors Bureau  
817-410-3538



## **Show Your Badge Program FAQ's**

### **Does it cost anything to become a partner?**

There is no cost to participate, but there must be a value-added item or incentive included.

### **How do visitors redeem the offers at my business?**

Convention delegates and leisure groups must Show Their Convention Badge or Name Tag to redeem the offer.

### **What are some examples of incentives?**

- Buy two entrées, get our signature homemade onion rings.
- When you purchase \$20 of merchandise or more, receive 50% off a piece of jewelry.
- Show your badge and get 50% off of one-day dry cleaning service.
- Show your badge and get 50% off a haircut.

### **Any special instructions or restrictions?**

Restaurants offering a discount should specify whether their offer applies to food only and excludes alcoholic beverages, or if the offer applies to the entire purchase.

### **How do convention delegates and leisure groups find out about the Show Your Badge program?**

The Grapevine Convention & Visitors Bureau staff will inform convention and leisure groups of these opportunities. The promotional incentives will be available on a microsite only when the CVB staff gives the groups access.

It will be important that front line staff at participating stores, restaurants and attractions know about this program and what their establishment is offering. This ensures that when a badge is presented, the employee knows what to deliver.





## **Grapevine Tourism Partner Commitment Form**

**WHAT:** Show Your Badge program

**WHEN:** On Receipt – Continuous until revoked by business

**WHY:** To promote Grapevine's shopping, restaurants, and attractions to convention delegates and leisure groups.

**HOW MUCH:** Free, with a value added incentive or offer.

**YES** \_\_\_\_\_ I would love to participate.

**NO** \_\_\_\_\_ Not at this time.

**Please clearly print the following:**

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

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

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Establishment E-mail: \_\_\_\_\_

Value Added/Incentive offer: \_\_\_\_\_

\_\_\_\_\_

Special Instructions/Restrictions (i.e., alcoholic beverages): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business Owner/Manager authorizing signature: \_\_\_\_\_ Date: \_\_\_\_\_

Business Owner/Manager printed name: \_\_\_\_\_

Email this form to Betty Torres at [BTorres@GrapevineTexasUSA.com](mailto:BTorres@GrapevineTexasUSA.com).