



# TAP into PHX Pass Partnership



TAP INTO PHX

BE THE EXPERT

# What is the TAP into PHX pass?

- It is an **exclusive** pass for TAP graduates!
- The goal is to provide graduates with the opportunity to experience top attractions, tours, and restaurants—giving them the chance to fully immerse themselves in the Phoenix visitor experience. These experiences will help them as they connect with visitors.
- We are looking for business that are willing to offer **FREE** or significantly **discounted tickets**.



## TAP into PHX Pass



Unlock the best of Phoenix with the **Tap Into PHX Pass**—only available to certified TAP in PHX holders, we encourage you to explore, experience, and elevate the city you represent. This pass is more than just perks, the Tap Into PHX Pass is a tool for...

Show More >

## Places To Go



Explore



My Bag



More



## Arizona Wilderness DTPHX

201 E Roosevelt St, Phoenix, AZ 85004



We create beers with locally grown, natural ingredients to inspire purpose and passion, driving our fans to become a force for good in Arizona.

## Things To Do

 \$1 Beer

< Previous

Next >



Explore



My Bag



More

# As a partner/contributor...

This is a huge opportunity to get hospitality professionals to your business so they will tell all their guests/visitors/friends/family.

## Why you should contribute:

- **Brand Visibility & Recognition:** You gain exposure among graduates in the tourism and hospitality workforce.
- **Enhance Visitor Engagement:** Graduates who experience top attractions firsthand can better connect with visitors, offering informed recommendations and creating memorable experiences.
- **Strengthen Community Ties:** Contributing demonstrates a commitment to the local tourism economy and fosters collaboration between businesses and hospitality professionals.
- **Showcase Phoenix's Unique Offerings:** By contributing, businesses help graduates become ambassadors for the city.



# Partnership Opportunities

Benefits	Platinum (Free)	Gold (50%-75% discount)	Silver (25% discount)	Bronze (limited Free)
TAP into PHX program seats	Unlimited complimentary seats	2 comp seats & 30% discount off additional seats. (\$17.50/seat)	1 comp seat & 20% discount off additional seats. (\$20/seat)	1 comp seat & 25% off additional seats. (\$18.75/seat)
Logo on TAP into PHX website	✓	✓		
Logo on TAP into PHX student dashboard	✓	✓	✓	✓
Exclusive LinkedIn Partner Pass spotlight	✓			
Logo on TAP into PHX information presentations	✓			
Advertising post on the student community forum	✓	✓		✓
Opportunity to host a TAP into PHX mixer	✓	✓	✓	✓
Opportunity to have a booth at a TAP into PHX mixer	✓	✓	✓	✓
Included in TAP into PHX mixer promotional material (if hosting or tabling)	✓	✓	✓	✓
Invitation to TAP into PHX mixers	✓	✓	✓	✓



# Partnership Tiers Definitions (Valid for 1 Year)

## Platinum Partner

Ideal for partners offering **unlimited complimentary admissions or food items**. This tier demonstrates the highest level of commitment to providing immersive experiences.

## Gold Partner

Designed for partners offering **50%–75% off admission or food items**. A strong way to support access while maintaining value.

## Silver Partner

Perfect for partners offering **25% off admission or food**. A great entry-level way to participate and engage with future industry leaders.

## Bronze Partner

For partners offering a **limited number of complimentary admissions or food items**. These will be distributed as **raffle prizes at TAP into PHX events or through newsletter giveaways**, creating excitement and visibility for your brand.

Note: Pass offerings can only be used ONCE.



# Thank You

Raquel Bigman

Visitor Experience Coordinator

602-452-6286

[rbigman@viistphoenix.com](mailto:rbigman@viistphoenix.com)

VISIT  
**PHOENIX**





VISIT

PHOENIX

