



904 East Shore Drive
 c/o Tompkins County Chamber of Commerce
 Ithaca, NY 14850
 phone: 607.273.7080
 fax: 607.272.7617
 email: info@ithacaforward.org
<http://www.ithacaforward.org>

Dear Chamber Member,

The Board of [ithaca Forward] is inviting you to participate in the second phase of our membership campaign by signing on to be a sponsor of our organization. We are seeking local businesses willing to provide special discounts to card-carrying members and in return we'd promote your business to our membership.

[ithaca Forward] has realized much success since the Tompkins County Chamber of Commerce adopted the group as an official committee. In a recent local survey of young professionals, [iF] was able to collect some interesting data on their spending trends and preferences. We are hoping to introduce an additional benefit to our paying members by offering special discounts at local businesses that desire traffic from this demographic.

Here is a breakdown of what we'd request of you, and what [iF] can do for you in return:

Business Expectations	[iF] Expectations
<ul style="list-style-type: none"> • Provide card-carrying members with a discount (i.e., free appetizer with purchase of an entree, 10% off dry cleaning service, etc.) • Provide additional coupons, vouchers, gift certificates, that [iF] can use as door prizes at its monthly events (any amount or number would be appreciated) • Provide business logo in electronic format for use on our website and in our electronic newsletter 	<ul style="list-style-type: none"> • Promote business participants in this program through web presence of business logos, announcements at monthly events, and inclusion in our bi-weekly electronic newsletter where we will feature several businesses per week • Provide a copy of the comprehensive survey that was completed—with a copy of the data on spending preferences • Provide signage for your company indicating "[iF] Member Discounts available here"

All paying [iF] members will receive a key-tag that will be valid for one year. They will need to show it in order to receive their discount from your business. We thank you in advance for considering our request and will be in touch to follow up or answer any questions. Please complete the form enclosed in this packet if you are interested in participating in this program.

Sincerely,

Deborah Mohlenhoff, [iF] Chair

[ithaca Forward] is a committee of the Tompkins County Chamber of Commerce.

Our mission is to build community connections for young professionals through innovative opportunities and networking events with a key focus on professional development, personal enrichment and civic leadership.



[ithaca Forward] Key-Tag Sponsor Agreement

Please print and fill out the following completely:

BUSINESS/COMPANY NAME:

CONTACT PERSON:

BUSINESS WEBSITE: http://

MAILING ADDRESS:

CITY: STATE: ZIP:

TELEPHONE: () - FAX NUMBER: () -

EMAIL:

DESCRIPTION OF DISCOUNT TO [iF] MEMBERS:

This is a new discount or offer. This is a change in discount or offer.

NUMBER & VALUE OF ADDITIONAL CERTIFICATES:

[ithaca Forward] will provide key-tags to all paying members of its organization. Local retailers agree to provide the stated discount or special offer for the period of January 1, 2009 – December 31, 2009. Retailers can change the offered discount at any time, but will need to re-submit this form to document the change.

Each local retailer who provides a discount or special offer will be listed on the [iF] website and featured in the bi-weekly electronic newsletter. [iF] members will be instructed to present their [iF] membership key-tag at time of purchase in order to receive the offer.

Please return this form and any additional certificates/coupons to:

[ithaca Forward]
904 East Shore Drive
Ithaca, NY 14850

Signature of Business Representative

Date

Title