

PIONEER PASS

Cal State East Bay Local Business Discount Program
brought to you by Associated Students, Inc.



INTRODUCTION LETTER

Dear Business Owner/Manager:

In an effort to connect our campus community with local businesses, Associated Students, Inc. at Cal State East Bay offers the “PIONEER PASS”, a local business discount program for our students, faculty, and staff. We would love to partner with you to offer a discount to our campus community in an effort to drive business to you! Our campus community encompasses 15,000 students/faculty/staff who live, work, and go to school around the extended Bay Area! We also have approximately 800 students who live in university housing who are looking to support local Hayward businesses as well!

Here's How It Works:

1. You complete the attached application and determine the discount you'd like to offer (ie, minimum of 10% discount, 15%, free item with a purchase, Buy One - Get One, etc).
2. We will review your application and confirm your participation directly with you and provide you with our “PIONEER PASS” decals to display at your business.
3. The program runs annually and we will work with you to renew each July 1st. (You can join at any time throughout the year; our renewal date is July).
4. We add your business information to our website at:
<https://www.csueastbay.edu/asi/asi-services/pioneerpass.html>
5. Campus community members come to support you by showing their CSUEB ID Card (BayCard) which is either a physical card or a virtual card (on an app).

Our Commitment to You:

We have a year-long marketing effort to ensure that our campus community knows what businesses want to support our Pioneers! Some of the ways this is accomplished:

- Regular campus emails promoting businesses and our webpage;
- Rotating display featuring our businesses on the campus digital sign boards;
- Printed display a-frame boards listing our businesses in front of our Student Union as well as at ASI campus events;
- Display rack outside of our office where you can provide us with coupons, flyers, menus, etc that we're willing to display for you.

If you would like to participate, please register using the Letter of Agreement included with this material and email it to destiny.jones@csueastbay.edu. For more information, please contact (510) 885-4550.

Sincerely,

Destiny Jones
ASI Interim Coordinator for Communications & Special Projects

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LETTER OF AGREEMENT

VENDOR INFORMATION:

Company Name: _____ Owner/Manager: _____

Business Address: _____

Business Phone: _____ Business Email: _____

Business Website: _____

Proposed Discount*: _____

**(ie, 10%, 15%, free item with a purchase, Buy One Get One, etc.*

NOTE: Alcohol, tobacco, and other drugs discounts cannot be accepted in the program.)

CONSENT TO OFFER:

- I agree to provide the discount described above to be in PIONEER PASS (Cal State East Bay Local Business Discount Program).
- I agree to honor the discount in my establishment through the annual date of June 30th.
- I understand that I will not be reimbursed by CSUEB or Associated Students, Inc. for any discounts I give for any reason.
- I understand that I will have to post a participation sticker on the door of my establishment and hang a promotional poster in a prominent location in my establishment.
- I understand that my establishment may be featured in advertisements of this program to the campus and Hayward community.
- I understand that failure to provide the discount I agree to or consistent complaints from the CSUEB campus community will terminate my participation in this program.
- I understand that I must give at least 30 days' notice and return my participation sticker and poster if I choose to drop out of the program for any reason.
- I understand that my particular discount offer must be approved by the program administrator before I can begin providing the discount as part of this program.
- I understand that I will be asked to renew my participation each year in July.

Business Owner/Manager Name (Print)

Business Owner/Manager Signature

Date

Office Use Only:

Approved for Participation by: _____ Date: _____

Effective Dates of program (start date and end date): _____