



Dear Business Owner/Manager:

There's a new PATCO in town, a transit system with improvements to rails and stations coming, renovation of its trains soon underway, Transit Ambassadors in the stations, and the new FREEDOM Card fare collection system in place, making access easier and the ride more enjoyable for passengers.

In conjunction with its new FREEDOM Card system, PATCO is now partnering with area businesses, offering them a chance to expand their customer base and gain a competitive advantage with the transit company's new customer benefits program. With the *FREEDOM to Save* program, South Jersey and Philadelphia businesses have a great chance to reach PATCO riders, many of whom pass by or near their businesses every day.

FREEDOM to Save allows card-holding riders to use their FREEDOM Card to receive special offers and discounts at participating stores, restaurants, museums, galleries, service businesses, events and other attractions in the area.

By joining the *FREEDOM to Save* program, your company will be promoted to PATCO's 38,000 daily/weekday riders. You will also be featured on a special page on PATCO's Web site – www.ridepatco.org/freedomtosave – where your company's name, logo and Web site link will be featured. PATCO's riders are also being notified about the program through seat drops, e-newsletters, in-station events and promotions and through media coverage of the program.

By offering a discount to FREEDOM Card holders, your business will have a chance to reach a broader audience, one that uses a mass transit system that runs by your business and one that's conscious of opportunities to save. *FREEDOM to Save* partners' offers will be made available for one year before PATCO will ask whether or not they would like to renew.

After agreeing to take part in the program, PATCO will send you *FREEDOM to Save* logoed signage for display in your storefront, at the register and on your Web site. As a *FREEDOM to Save* partner, PATCO will ask that you display this signage in return for PATCO's promotion of your discount offer. The program provides your business a great opportunity to connect with the community.

Enclosed for your review is an information sheet with more details about the program as well as a partner form for participation. A PATCO representative will contact you with more information.

If

you have questions in the interim or would like to discuss the specifics of the program, please call Heather Still at (856) 772-6905.

Thank you,

Cheryl Y. Spicer
Assistant General Manager
PATCO

Freedom to Save Information Sheet

Overview:

FREEDOM to Save is a new cross-promotional program connecting local businesses with PATCO riders. Participating companies have the opportunity to market their products and services directly to PATCO's 38,000 daily riders just by offering discounts and perks to FREEDOM Card holders. Riders are being encouraged to patronize our *FREEDOM to Save* partners.

Benefits for partners:

Partners are able to directly reach PATCO's riders, which total more than 38,000 each day, 88% of whom are employed full time. In-station promotional events and listings on the PATCO website are exclusive to *FREEDOM to Save* partners.

How it works:

Businesses become *FREEDOM to Save* partners by offering discounts, freebies or other perks to anyone with PATCO's new FREEDOM Card. Perks can be as simple as offering a 10% savings to customers who show their FREEDOM Card.

Participating companies must display a *FREEDOM to Save* window decal and counter card at their business. These will be provided by PATCO after the company submits a partner form (attached).

FREEDOM to Save partners become part of a Web database on PATCO's Web site that lists all of the companies' information (address, phone, fax, and Web site) and offered discounts. Partners will have access to their entry for this page, and will be able to edit it as needed.

The Web page lists companies by category and has already become a useful tool for FREEDOM Card holders.

How it is being marketed:

The *FREEDOM to Save* program, its dynamic Web page and the partnering companies themselves are being promoted to PATCO's 38,000 daily riders through seat drops, e-newsletters, in-station promotional events, media outreach and other communication channels.

Events, such as in-station giveaways, will be included in press releases and media outreach, giving companies a chance at even wider publicity about their products.

FREEDOM to Save Program Partner Form

Company name:

Contact person:

Company Address:

Contact Phone:

Contact Email:

Web site:

20 word description of company:

Offer/discount:

As a FREEDOM to Save partner, I agree to display the FREEDOM to Save window cling and counter card at my place of business and to make my offer available for at least six months.

Print name

Signature

Date

When complete, please fax this form to 856-772-6957 (Attention: Heather Still) or send to freedomtosave@ridepatco.org. Also, please send a company logo to the same email address.