



THE CORPORATION OF THE TOWN OF WASAGA BEACH

SUPPORT LOCAL COUPON BOOK 2021 APPLICATION

OFFICE USE ONLY			
DATE RECEIVED:		Applicant NO.:	
DATE APPLICATION DEEMED TO BE APPROVED:			

The Support Local Coupon Book mitigates some of the financial impacts that local businesses are experiencing due to the COVID-19 pandemic by encouraging residents to support local and by providing an advertising platform to local businesses at a reduced cost.

Businesses can purchase advertisement space within the coupon book at a reduced cost to promote a special deal for customers. The coupon book will be circulated in September to encourage residents to continue their support of local businesses.

This program is available to businesses located in Wasaga Beach that wish to offer a special coupon deal. Coupon spots cost \$75 per space and the applicant will be invoiced following the distribution of the coupon book. The coupon book will be distributed September 2021 through Canada Post to 10,000 homes within Wasaga Beach and will be available online for viewing and printing. The size of coupon spaces are 1.7” x 5.5”.

Submissions can be made electronically to eamc@wasagabeach.com or to the Town Hall located at 30 Lewis St. in Wasaga Beach. Please address the subject as “**Support Local Coupon Book 2021**”. For application assistance, call our Economic Development Office at 705-429-3847 x 2284.

Please note the Town of Wasaga Beach reserves the right to review, edit and reject any advertising in the coupon book.

Please note that there is **no application fee**.

1. CONTACT INFORMATION

Business Information

Name of Business:			
Name of Owner:			
Mailing Address:			
Telephone No:		Cell No:	

E-Mail:		Fax No:	
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Contact Information for Applicant (if different from the business owner)

Name:			
Mailing Address:			
Telephone No:		Cell No:	
E-Mail:		Fax No:	

Communications for the coupon should be sent to Applicant Owner

2. COUPON INFORMATION

Please describe the deal/special that you would like to advertise through a coupon:

The size of coupon spaces are 1.7” x 5.5”. Will you be providing a camera ready coupon or will require assistance with the creation of your coupon? Check one:

- Providing a camera ready coupon Requires assistance with the coupon creation

If you will be providing a camera ready coupon, please note that the deadline to submit the camera ready coupon is August 3rd. Please email your final version to Pam Kenwell at eamc@wasagabeach.com. Before sending your coupon, please ensure that the coupon is 1.7” x 5.5”, free of spelling errors, and that the overall content is accurate.

If you require assistance with the assistance with the creation of your coupon, please complete the next section, #3. If you do not, please skip to section #4.

3. COUPON DESIGN INFORMATION

If you require assistance with the assistance with the creation of your coupon, The Town of Wasaga Beach will provide you with up to two (2) proofs of your coupon advertisement during the design process. All ad copy (text and graphics) is due July 15 and all ad designs must be approved by August 15.

Please provide the exact wording you would like to have on your coupon:

Example:

“Kait’s Café - Visit in the months of September or October to receive a free coffee with any purchase of food item that is \$10 or more.”

Do you require any specific colours or fonts on your coupon? YES NO

If YES, please describe the colours and fonts:

Does your coupon have an expiry date? Please note that the coupon book will be circulated the week of September 6th, 2021. YES NO

If YES, please describe the expiry date:

Please submit any logos and/or photos you would like included on your coupon with this application form.

4. APPLICANT INDEMNIFICATION

The applicant confirms that their application is true to the best of their knowledge and that they will honour the agreement between themselves, the business and the Corporation of the Town of Wasaga Beach as laid out through this Support Local Coupon Book program.

Date:		Applicant Signature:	
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