About the Parks Perks Program

The Parks Perks program seeks to provide Idaho businesses with an opportunity to increase their revenue and support Idaho State Parks and Recreation programming through a mutually beneficial partnership. **Providing your choice of a discount to Idaho State Park Passport holders can generate increased revenue for your business.**

The program is 100% free-of-charge for for business owners to participate in, and it's a great opportunity to increase traffic and visibility to a large audience made up of Idaho residents. In 2013, Idaho residents will have the option to purchase an Idaho State Parks Passport when they renew their annual vehicle registration. On average, there are nearly 102,000 vehicles up for registration renewals each month. IDPR anticipates about 20% **(that's about 20,400 vehicles every month!)** of those renewals will opt-in and purchase a State Parks Passport, thus enrolling them in the Perks Program as well.

For a business owner, it's simple. There are no start-up fees or maintenance costs. Once they have decided to enroll, they decide on what type of discount to offer, and fill out a form briefly describing their business and discount. **Vendors also retain the freedom to decide what type of promotion works best for them** – a % off a transaction, BOGO deals, a free cup of coffee – whatever they think will be most impactful for their business.

IDPR provides free promotion and marketing of both the program and the business with regular Twitter posts and maintains a online directory of vendors participating. IDPR also provides a small marketing toolkit and window clings to the business.

Parks Perks members receive these membership slips when they purchase their Passport.

Idaho State Parks and Recreation
5657 Warm Springs Avenue
Boise, ID 83712

(208) 344-4199
www.parksandrecreation.idaho.gov

Idaho Department of Parks and Recreation introduces...

Park Perks

a new opportunity available to Idaho businesses.

Idaho State Parks and Recreation manages 30 state parks and recreation areas that span dramatic mountainsides, lake shores, serene forests, wildlife-filled meadows, unique deserts and granite monoliths.

About the Idaho State Parks Passport

The Idaho State Parks Passport is a new program offering discounted access to state parks for Idahoans. Idaho's Passport Program offers a sustainable way to pay for the maintenance and management of Idaho's 30 cherished state parks.

The $10 annual pass is available for purchase at the time you renew you annual vehicle registeration. Stickers can also be purchased online, by mail-in renewal form, or at any county DMV office. The Idaho State Parks Passport is valid for either one or two years, and will expire concurrently with your vehicle registration. All Idahoans who purchase a State Parks Passport are automatically enrolled in the Parks Perks Program.

To participate, please fill out the form below. Your Park Perk offering will be valid indefinitely. Contact Idaho State Parks and Recreation to modify, add, or cancel your perk offers. Once enrolled, we will list your business and your offering on our Parks Perks database, as well as provide you with a window cling and a small marketing toolkit to help you promote your participation in the program. Thanks for helping to support Idaho State Parks!

Idaho Park Perks Provider Application
Business Name:
Business Phone:
Mailing Address:
Physical Address:
Business Email (This won't be public):
Business Website:
Business Facebook URL:
Business Twitter URL:
Describe your Park Perks offering: (For example, BOGO coffee, 10% off selected item, etc)
Describe what your business offers:
Parks in close proximity to your business:
Contact Name:
Contact Phone:
Signature (Agreeing to be provider):
Date:

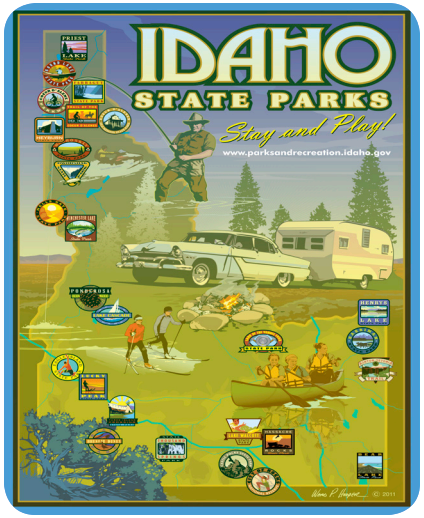
E-mail, e-mail, or fax the completed form to:

Megan Godwin, Project Coordinator

Idaho Department of Parks and Recreation

5657 Warm Springs Avenue, Boise, ID 83712

megan.godwin@idpr.idaho.gov

Phone: 208-514-2252 Fax: 208-334-5232

PARKS PERKS