



Madison Central Business Improvement District (BID)

“Visit Your Student Month” (April 2009) Coupon Book!

Did you know . . . ? Parents & friends of UW students spend \$48.4 million per year in Madison!



The BID wants to help YOUR business or organization capture some of these dollars!

The new UW-Madison Parent Program (<http://www.parent.wisc.edu/>) is organizing the first-ever “Visit Your Student Month” in April, 2009. The program encourages parents, family and friends to visit UW-Madison student(s) during April to attend events and attractions of their choosing.

The BID is partnering with the Parent Association (WAA) to help these visitors discover downtown Madison shopping, dining, services and entertainment. BID member businesses can participate in a “Downtown Madison” coupon book to be provided to visiting parents and family at check-in locations when they arrive. The BID Downtown Map & Guide will also be distributed.

500 coupon books will be printed to distribute to visiting parents and family during April.

It’s easy to participate! You provide info on your business, discount or special offer, plus your logo. WAA has graciously agreed to design and print the coupon books! The UW Parent Program will distribute the coupon books at “Visit Your Student Month” check-in locations.

What to Provide: Information on your discount or special offer, and your logo. Discount or special offer must be: a) good from April 1-30, 2009 (or beyond), and b) usable and appropriate for those under 21. 500 total coupon books will be distributed.

Coupon Description: The coupons will be printed one color in a ring-bound book. The individual coupon size will be appx. 2.5”h x 4”w. Front & back sides available. Business name & logo can go on one side, and special offer/info on the other.

How to sign up: See sign-up form attached, or sign up online at:
http://www.visitdowntownmadison.com/news/forms.php?id=671&category_id=2554&subcategory_id=6041

Sign Up Deadline: Friday, February 6, 2009

For More Information: Mary Carbine, BID Executive Director, mcarbine@downtownmadison.org or (608) 443-1976.

**Visit Your Student Month (April 2009)
 BID Member Business - Coupon Book Participation Sign Up**

Business Name: _____

Contact Person:* _____

Contact Email:* _____

**Will not appear on coupon*

Business Street Address: _____

Business Phone: _____

Business Website (if you want to include): _____

Special Offer or Discount (please be BRIEF): _____

Business slogan and/or description (20-30 words, please): _____

Logo file (one color, PDF or Illustrator EPS format)

- Email logo file to: mcarbine@downtownmadison.org
- In subject line, please put: [business name] Logo – Coupon

Coupon Valid dates (must be valid April 1–30, 2009; extended valid dates ok.):

From _____ to _____

Your coupon # or code (optional): _____

REMEMBER:

- Deadline is Friday, February 6, 2009
- Discount or special offer must be:
 - good from April 1-30, 2009 (or beyond)
 - usable and appropriate for those under 21
- 500 total coupon books will be distributed
- Coupon dimensions are appx. 2.5”h x 4”w, so please be brief when describing your business and special offer!

Return Form To:

Mary Carbine, BID Executive Director
 P.O. Box 71, Madison, WI 53701
 t (608) 443-1973
 f (608) 395-3974
mcarbine@downtownmadison.org