



Business Fact Sheet: What to Expect

The Eat-Shop-Play campaign – funded entirely by MTS – is focused on supporting local businesses near bus routes and trolley lines.

GETTING NEW CUSTOMERS IS SIMPLE

1. Make sure the program is a good match for you

- The program is open to businesses with up to 75 employees who are licensed in San Diego County and are located within one mile of an MTS station (a full list of stations can be found on the MTS website).
- Businesses must be willing to be featured on marketing materials including a dedicated MTS website, social posts, and in advertising. You will also be provided with posters and other materials to use in your stores.
- Some exclusions apply, please refer to the official rules (address below) and when you have determined we're a good match, sign-up online.

2. Train your team and help us promote your business

- MTS will provide a simple, clear fact sheet describing the program and what you need to know. Front-line staff will need to understand the program, be able to share it with customers, and use the provided stamp to verify customer purchases over \$10.
- Ensure MTS stays updated on your contact information, any MTS-themed promotions you have planned, and the results of your participation and we'll make sure your story gets in front of even more customers.

3. Reward our shared customers

- When customers shop at your business, offer them a branded stamp card at checkout. Then every time that customer makes a purchase at an Eat-Shop-Play vendor, they get another stamp. Once they get 10 stamps they can redeem their stamp card for a *FREE* Regional Adult Monthly Pass (\$72 value!).

Full program rules and terms can be found here: EatShopPlaySD.com

The business sign-up form can be found here: EatShopPlaySD.com/register

Questions? Email us here: Hello@EatShopPlaySD.com