

SmartCard Deal Guidelines

Rules, Suggestions and Restrictions

- Must provide added value to the visitor. Partners are encouraged not simply to discount but also to incentivize additional spending on-site. Be creative in attracting visitor attention for your business!
- Deal must be submitted by a GRCVB partner business or organization that is located in Wake County.
- Weekly deals will be accepted (for example, “\$2 off pizzas on Wednesdays” or “\$1 off admission on Sundays”); it is good for new area visitors to know about these deals even if they have already long been in effect at your business.
- “Buy one (or more than one), get one free (or half-off)” offers are greatly encouraged, as many visitors are here in groups (encouraging greater group spending). All deals must be redeemable at the physical location of your business (no deals only redeemable online can be accepted).
- You are responsible for making sure your employees are aware of the SmartCard deal, what the SmartCard printout looks like and how it works (for example, a physical card is not required). We will provide posters explaining the SmartCard program that can be displayed in staff areas and break rooms.
- Some value of the deal must deviate from the default of the product that is offered every day of the week and all of the time. For example, we will not accept a deal for “free chips and salsa with meal,” if chips and salsa are always free and served on every table. Another example is we cannot accept a “\$10 burger” deal, if burgers are always \$10, every day of the week by default. However, in this example, we would accept a “\$10 burger on Tuesdays” deal if burgers are normally \$13 on every day of the week.
- You must specify extra perks in detail (for example, do not just say “gift bag included;” specify what is included in the gift bag to communicate its value).
- No hotel SmartCard deals will be approved, since the SmartCard is offered only to individuals arriving in groups who have already secured hotel rooms in Wake County.
- Your deal’s expiration date (redeem to date) should be within a 12-month period. (Once the deal expires, you may be reminded to reevaluate and repost your deal.)
- By submitting a SmartCard deal via GRCVB’s PIXL platform, you are committing to honoring that deal through the expiration date range (redeem from/redeem to dates) originally set. (You may submit changes to the deal at any time, but keep in mind that some visitors may have a printout of the deal as originally submitted and still expect it to be honored.)
- GRCVB reserves the right to remove a deal from posting at its discretion.
- All deals must include an image (230x133 pixels, .jpeg)

So, what is a deal valuable to visitors? Here are some samples...

- 10% off entire purchase every time you mention SmartCard deals
- Buy any entrée, get your 2nd free on Wed.
- Half-off dessert with purchase of a meal, Mon.-Thur.
- \$5 off a purchase of \$50 or more
- \$2 off full-price admission with out-of-town I.D.
- Receive a members/repeat customer rate by mentioning SmartCard
- Free medium soda with purchase of any sandwich or meal
- No cover for you and a guest when mentioning the SmartCard
- 10% off one item
- “Buy one, get one” on tickets (“buy three, get one free” on group tickets)
- \$2 tacos on Tue.
- \$3 local craft beer pints on Thur.