



North Vancouver Recreation Commission

Playcard

Retail Advertising Program



For North Shore Businesses

*Get involved with the
Playcard Program today to reach
North Vancouver's active residents.*

northvanrec.com 604-987-Play (7529)

We're established in the community...

Each year, North Vancouver Community Recreation Centres host over four million visits at nine Community Recreation Centres. With over 100,000 picture *Playcards* currently in circulation, the program reach is extensive. The *Playcard* Retail Advertising Program has offered cost-effective advertising promotion to local advertisers for over 12 years now. Read more to find out how your business can tap into this market!

How does the *Playcard* Program work?

A *Playcard* is a reward for Active Living! Northvanrec clients use their *Playcard* to access a multitude of programs and services offered at North Vancouver Community Recreation Centres. Clients also use their *Playcard* in order to save money (by receiving instant discounts) when they shop at 25+ participating local businesses.

As a member of the program, you will benefit from ongoing promotions designed to reinforce the program rewards to *Playcard* holders.

How does northvanrec promote the *Playcard* Program?

Northvanrec provides your business an opportunity to take part in advertising and promotions valued at over \$5,000 including:

- Online marketing at www.northvanrec.com
- Inclusion in our semi-annual Leisure Guide
- Advertising of the program in local newspapers
- *Playcard* Keytags to identify northvanrec clients
- Direct mail and flyers
- Marketing displays in a number of our facilities
- Program marketing materials to display at your place of business
- Participation in trade shows
- Program promotional materials for your business including door sticker, tent card and posters

How much does it cost to become a *Playcard* Retail Advertiser?

- \$600 annually (2 year commitment)
- *Playcard* Retail Advertisers provide a 10% discount to *Playcard* holders



What benefits do I receive when I become a Playcard Retail Advertiser?

Item	Benefit
Playcard Member Picture Card and/or Keytag	<ul style="list-style-type: none"> • Northvanrec distributes Playcards and Playcard Keytags through northvanrec Community Recreation Centres. This provides two easy ways for Retailers to identify northvanrec clients when providing the advertised discount.
Playcard POS Collateral and Display Material	<ul style="list-style-type: none"> • Point of Sale displays at every northvanrec Community Recreation Centre registration desk. • Retailer POS (door sticker, tent cards, posters).
Leisure Guide Playcard Directory	<ul style="list-style-type: none"> • Company and logo listing in the Playcard Section of the Leisure Guide delivered in March and August, (53,000 printed twice per year, delivered to every household in North Vancouver), Business listing with discount offerings, website, locations, contacts, etc in the leisure guide.
Online Playcard Directory (northvanrec.com/playcard)	<ul style="list-style-type: none"> • Detailed company and logo listing on the website with discount offerings, website, locations, contacts. • Promotion and links from northvanrec Facebook page to Playcard web pages.
Community Recreation Centre Bulletin Boards	<ul style="list-style-type: none"> • Opportunity to display joint merchant/Playcard promotions on bulletin boards. Posters supplied by retailer and managed by northvanrec.
recNews Promotion	<ul style="list-style-type: none"> • An eNewsletter linking to the Playcard page of the northvanrec website.



Target your marketing to local residents that are committed to a healthy, active lifestyle at all stages of their lives.

Contact us today to get involved!

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For more information about how
your business can become a
Playcard Retail Advertiser,
please contact:

604-987-Play (7529)
playcard@northvanrec.com

