



North Vancouver Recreation Commission

2012  
**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 three 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. 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](http://www.northvanrec.com) and through social media channels
- Inclusion in our semi-annual Leisure Guide publications (print & online)
- Advertising of the program in local newspapers
- *Playcard* Keytags to identify northvanrec clients
- Flyers
- Program displays in a number of our facilities
- Program marketing materials to display at your place of business
- 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



Offers and discounts are subject to change  
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# 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"> <li>• 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.</li> </ul>
Playcard POS Collateral and Display Material	<ul style="list-style-type: none"> <li>• Point of Sale displays at every Northvanrec Community Recreation Centre registration desk.</li> <li>• Retailer Point of Sale materials (door sticker, tent cards, posters).</li> </ul>
Leisure Guide Playcard Directory	<ul style="list-style-type: none"> <li>• Company and logo listing in the Playcard Section of the Leisure Guide distributed in March and August.</li> <li>• Business listing with discount offerings, website, locations, contacts, etc in the Leisure Guide.</li> </ul>
Online Playcard Directory (northvanrec.com/playcard)	<ul style="list-style-type: none"> <li>• Detailed company and logo listing on the website with discount offerings, link to company website, locations, contacts.</li> <li>• Promotion and links from Northvanrec Facebook page to Playcard web pages.</li> </ul>
Community Recreation Centre Bulletin Boards	<ul style="list-style-type: none"> <li>• Opportunity to display joint merchant/Playcard promotions on bulletin boards. Posters supplied by retailer and managed by Northvanrec.</li> </ul>
recNews Promotion	<ul style="list-style-type: none"> <li>• An eNewsletter linking to the Playcard page of the Northvanrec website.</li> </ul>



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!



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

604-987-Play (7529)  
[playcard@northvanrec.com](mailto:playcard@northvanrec.com)

