

AACC Local Merchant Discount Program Policy

Program Goals:

- Promote membership through a discount benefit.
- Foster closer ties to the local community and encourage members to patronize local merchants.

Local Merchant Requirements:

- Offer a discount of at least 5% on stated goods and/or services to AACC club members, effective until the end of the calendar year.
- Provide a contact e-mail address for the shop or owner/manager, which will be used to keep the shop informed of club activities and events.
- Provide a mailing address for the shop or owner/manager, which will be used to send club newsletters and notices.

Benefits to Local Merchants:

- Newsletter Visibility. Local merchants that participant in the Local Merchant Discount Program will have their logos published in each edition of The Paceline, the club newsletter. Under these logos the words “For discounts from these local merchants, please visit the AACC website at www.AtaAlpina.org” shall appear.
- AACC Website. The AACC website will contain a “Local Merchant Discount” page. Local merchants that participant in the Local Merchant Discount Program may place an ad on this web page. All ads will be the same size and will be arranged by category in alphabetical order. The AACC Website Coordinator will specify the size and technical requirements for this ad each year. The ad must state the discount that club members receive and what goods and/or services it applies to.
- AACC Events. Local merchants that participant in the Local Merchant Discount Program may be invited to participate in AACC events from time to time. All participating merchants will be given the same opportunities.

Notes:

- Merchant logos will not be placed on AACC jerseys or other clothing.
- AACC will not provide mailing lists to participating local merchants or distribute promotional materials.
- Participation in the Local Merchant Discount Program is subject to review by the AACC Board of Directors who may choose not include a merchant with products or services inconsistent with the needs of club members.