



## LIFESTYLE OFFERS TEMPLATE

When submitting an offer, please ensure you have completed the following information

|                            |  |                      |                                 |
|----------------------------|--|----------------------|---------------------------------|
| Business Name:             | As you require it to be featured on the offer advertisement                                    |                      |                                 |
| Business Address:          | Full site location or street address required for members to locate your business in person    |                      |                                 |
| Main Phone No:             | Don't give an individuals direct no  | Main Fax No:         |                                 |
| Email (general enquiries): | This offer may generate several email enquiries for which a generic email address is preferred |                      |                                 |
| Website Address:           |  |                      |                                 |
| URL for Website Link:      | Lifestyle will link your website to generate higher awareness of your businesses' offerings    |                      |                                 |
| CORE Business:             | For internal Lifestyle database purposes only  |                      |                                 |
| Marketing Manager Name:    | For internal Lifestyle use only  | Email:               | For internal Lifestyle use only |
| HR Manager Name:           | For internal Lifestyle use only  | Email:               | For internal Lifestyle use only |
| Staff Numbers:             | Permanent: how many?   | Part-Time: how many? | Casual: how many?               |

### SHORT TERM OFFERS – these have a life span of one month or shorter if pertaining to a date specific event.

|   |   |  |   |
|---|---|--|---|
| Start Date:                                   |   | Expiry Date:                               |   |
| Limited (ie for 1 <sup>st</sup> 100 members): |   | Value/Saving:                              | ie, "normally \$89"; or "saving of 25%" |
| Offer Grab Line:                              | Describe your Offer's WOW factor or point of difference – up to 10 words                  |  |   |
| Copy/Marketing Info:                          | Describe your Offer as it would best appeal to employees and residents – 70 words MAXIMUM |  |   |
| Logo Attached (must be .jpg or eps):          | Insert file name here   | Style Guides or restrictions for logo use: | YES/NO                                  |
| Images Attached (must be .jpg)                | Insert file name here   | Image Caption:                             | Insert up to 5 words here               |

### LONG TERM OFFERS – these are ongoing 'generic' offers for regular redemption by members

|  |  |  |                           |
|--|--|--|---------------------------|
| Start Date:  |  | Expiry Date:                               |                           |
| NOTE: Long term offers can be ran in conjunction with short term |  | Value/Saving:                              | ie, "saving of 20%"       |
| Offer Grab Line:   | Describe your Offer's WOW factor or point of difference – up to 10 words                 |  |                           |
| Copy/Marketing Info:   | Describe your Offer as it would best appeal to employees and residents –70 words MAXIMUM |  |                           |
| Logo Attached (must be .jpg or eps):                             | Insert file name here  | Style Guides or restrictions for logo use: | YES/NO                    |
| Images Attached (must be .jpg)                                   | Insert file name here  | Image Caption:                             | Insert up to 5 words here |

Form completed by authorised representative (name):

Position:

Signature:

Date: