

## **GOLD CARD PROGRAM**

The **Gold Card** program is designed for students in grades K-12 making all A's or showing a marked improvement in specified areas over a previous marking period. Once the student's performance has been verified, he/she is issued an identification card indicating eligibility for discounts at participating businesses for the next grading period. Participating businesses receive cards to display in windows or at registers identifying their affiliation with the **Gold Card** program. Cards are distributed to participating schools in the Chamber and Tourism Alliance's service area, **the City of Williamsburg, James City County and York County.**

The **Gold Card** will be **printed only one time** for the 2009-2010 school year with all sponsors listed on the card. Don't miss the opportunity to be included in this rewarding program. There is no charge to participate, other than the discount you choose to offer. Please respond by November 1, 2009.

### **ADVANTAGES TO BUSINESS**

- ✓ Invests in tomorrow's leaders, employees and consumers by encouraging higher achievement.
- ✓ Increases student awareness of the relationship between school performance and workplace success.
- ✓ Motivates students to higher achievement.
- ✓ Enhances your business' image by demonstrating concern for academic achievement.
- ✓ Helps to improve the quality of education and ultimately the community.
- ✓ Focuses attention your business.
- ✓ Encourages students and their families to visit your business.
- ✓ Promotes positive media coverage.
- ✓ Generates community goodwill.

# LETTER OF AGREEMENT

I have read the **Gold Card** material and would like to participate in the 2009-2010 program. Please add my business to the list. I understand that the discounts are valid from January 1, 2010 until December 31, 2010.

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Name/Title of Business Representative

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Signature of Business Representative

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Name of Business

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Address

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City, State & Zip

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Telephone #

Fax #

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Discount Offered (brief description)

\_\_\_\_\_ Student Only

\_\_\_\_\_ Student & Direct Family

Complete form and return to the address listed below by November 1, 2009:

Greater Williamsburg Chamber & Tourism Alliance  
Gold Card Program  
Post Office Box 3495  
Williamsburg, VA 23187-3495

or Fax to The Chamber at: 757-229-2047