



The Carmel Residents Association (CRA) believes it is important for our members to support our local businesses. To encourage them to do so, we have developed the Village Incentive Program (VIP). VIP provides our over 700 members with a unique laminated card they present to receive offers from supporting businesses. This program is free for participating VIP Business Members and a great way to reach our growing membership.

If you choose to participate, please fill out the form below to indicate your discount or incentive and a signature agreeing with the terms of this program. We encourage you to be creative with your offer and would be happy to assist you in coming up with an offer. View existing other Businesses offers at [www.carmelresidents.org/vip-card](http://www.carmelresidents.org/vip-card) and/or at [tinyurl.com/CRAVIPoffers](http://tinyurl.com/CRAVIPoffers)

Thank you in advance for supporting the CRA and our efforts to reinforce the bond between our local citizens and businesses. We announce all new offers in our bi-monthly VOICE newsletter and display all offers along with your business logo at [www.carmelresidents.org/VIP](http://www.carmelresidents.org/VIP).

If you have any questions, please contact us at [info@carmelresidents.org](mailto:info@carmelresidents.org). Return this completed form as an image to this email address or via post to: CRA VIP, PO Box 13, Carmel-by-the-Sea, Ca 93921.

**Business Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_ *(can be more than one)*

**Web Site:** \_\_\_\_\_ **Social Media** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Postal Mailing Address:** \_\_\_\_\_

**Physical Address** *(if different than above)* \_\_\_\_\_

**VIP Offer:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Printed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Approval Signature:** \_\_\_\_\_

**Terms:** Offers will continue in effect unless otherwise noted. Please provide 60-days' notice to [info@carmelresidents.com](mailto:info@carmelresidents.com) should you wish to change your incentive. Discounts do not apply to special offers, sale items, or Prix Fixe meals unless members are told otherwise. We encourage members, when appropriate, to tip on the non-discounted prices and to always keep your business interests in mind. If you would like to do a special short-term offer or hold a special event for our members just reach out to us.