

Direct Tiger Discount Coupon Book Information

Thank you for your interest in the Direct Tiger Discount Coupon Book. We hope this concise information sheet will answer most any question you may have regarding this new project! **Deadline to send in your Participation Form is Friday, July 30th! Questions – call the Sumter County Chamber at 205-652-1580 or Jennifer James, Director of the Regional Center for Community and Economic Development at 205-652-3417.**

- **How many books will be printed?** We want every student and staff member at UWA to have the opportunity to utilize these great discount offers, so approximately 3,000 will be printed for the Fall semester.
- **When will the coupons be valid?** Our plan is to distribute the book as early as August 19th, or at least make folks aware of the offers. You will begin to see use of the book around August 15th. You can make your coupons valid or expire on the date of your choosing – you can do one per month, the whole semester, or the whole calendar year. We plan to reprint the book in the Spring, so we are encouraging validity through December 31, 2009.
- **How many coupons may I have in the book?** Each business has the opportunity to have up to six coupon pages. Each coupon may contain the offer and validity dates of your choice. You may have any number of pages between one and six.
- **What restrictions can I place on my offer?** Any that you would like. We encourage you to limit restrictions. However it is your coupon and you know what is best for your business.
- **What information do I need for my coupon?** The attached Participation Form will assist you in compiling the information needed for your coupon(s). We encourage you to have the following on your offer: business logo, address, telephone number, hours of operation, restrictions of offer, expiration date of offer, and an incentive (discount offer) to drive business to your door!
- **How will the books be distributed to UWA students and staff?** Through the Student Affairs FYI Day on August 19th. Remaining copies will be placed at the UWA bookstore for distribution. If available, the books will also be distributed to new faculty and staff around August 15th. But only if we get your participation forms in time!
- **Will the offers be available online, as well as in the printed booklet?** We hope to add an online component to the UWA website with the Direct Tiger Discounts. However, that is still under development. On the Participation Form, you will have the opportunity to select whether you wish for your offer to be available online for personal printing. You may change your selection at any time by contacting the Sumter County Chamber of Commerce.
- **What size will the coupon booklet be?** We have designed the booklet to easily fit in purses, backpacks and pockets. The coupons themselves will be around the size of a U.S. Treasury dollar bill. That measurement is approximately 2.61 inches wide and 6.14 inches long.
- **Will I receive a copy of the Direct Tiger Discounts?** Yes, you will. Once the books have been printed. One will be either mailed or delivered to your business to your attention. In addition, you will also receive a proof of your coupon once it is designed. Please provide an email address so proofs can be sent electronically for faster turn-around time so that we can meet our deadline.

