



**RETAIL ALLIANCE®**  
**The Retail Merchants Association Since 1903**

## Member-to-Member Discount Program

***Please fax agreement back to (757)466-7492***

Complete the form below and list the discount you would like to offer to other Retail Alliance members. We'll publish your offer quarterly in the Retail Alliance Newsletter and Member-to-Member flyer and annually in the Membership Directory as well as on the Retail Alliance's website ([www.retail-alliance.com](http://www.retail-alliance.com)) and in new member packets.

Each member receives a Member-to-Member Discount Card. Additional cards are available for a small fee of \$1/per card and may be given to company employees to use. In addition to driving business to Retail Alliance members, providing cards to your employees is an inexpensive and valuable employee benefit.

**As a Participant in the Member-to-Member Discount Program:**

1. I agree to honor my Retail Alliance member discount for the duration of my one-year agreement or will notify the Retail Alliance of any changes
2. I agree to make staff and associates aware of our Retail Alliance member discount
3. I am willing to post details of my member discount at my business for customers to see
4. I agree to ask to see the customer's Member-to-Member Discount Card before completing the transaction
5. I agree not to offer the discount to non-Retail Alliance members
6. I agree to monitor discounts on a quarterly basis and submit a summary to the Retail Alliance

\_\_\_\_ Yes! I agree to participate in the Retail Alliance Member-to-Member Discount Program. My company will offer the following member discount:

Product/Service to be discounted:

\_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

This offer expires: \_\_\_\_\_ (one full year from signing of contract)