



2020 Promotions and Discounts Enrollment Invitation Flyer

Enroll by February 1, 2020 by emailing requested details itemized below to: Suzanne@nycampgrounds.com



RV Dealer Promotion: Buy 2 Nights of Camping, Receive 3rd Night Free

***About the program:** CONY provides letters to Meyer's RV Superstores. The letters encourage people to "Camp new York, and include a list of participating CONY campgrounds offering Buy 2, Get 1 camping nights. Meyers packages a copy of the letter with a CONY camping guide and presents them to people that buy camper. A letter holder can only redeem the promotion once at each park listed on the letter.*

Your listing in the letter will include your business name, website, telephone #, location city, and vacation region. The letters indicate that each park may have specific blackout dates or restrictions. Letter holders are asked to reference the program when booking, and informed that each park has its own stipulations and methods for reservations.



50th Anniversary Show Giveaway: 50 Free Nights of Camping with CONY

***About the program:** To help RV Dealers Association of Syracuse celebrate the 50th anniversary of their show, CONY is pledging 50 free nights of camping for a special giveaway program during the show. CONY will create certificates for each camping night pledged from member parks. CONY will do some social media marketing to highlight the show, the giveaway and participating parks.*

***What do we need?** We're asking CONY members to donate at least one night of camping to the certificate pot (at least two would be even better!). Certificates will include your business name, website, telephone #, location city, and vacation region. The certificates will also indicate parks may have specific blackout dates or restrictions. Redeemers will be asked reference the program when booking, and informed that each park has its own stipulations and methods for reservations.*



Your Campground's 2020 Discounts/Deals/Promotions

***About the program:** To help drive traffic to your website, CONY will list your Discount/Deal/Promotion on our website at www.nycampgrounds.com/promotions-programs.*

Your Discount/Deal/Promotion could be as simple as a percentage off the booking rate for a mid-week stay, or a BOGO (Buy one night, get one free), packaging with a local attraction, or perhaps a special event weekend for professionals (like an EMS weekend, for instance).

Some parks offer a "Canadian at Par" promotion, with either a set discount taken at booking throughout the season, or discounted rates based on the "at par" rate of the booking day.

Interested? Enroll by emailing following details to suzanne@nycampgrounds.com by February 1st: (Use Subject Line: 2020 CONY Promotions)

- Park name, PHYSICAL ADDRESS, website, email, phone #
- Tell us each promotion you're doing:
 - **Meyers RV Dealer Promotion**
 - You'll be listed on all letters
 - **CNY RV Show Promotion**
 - If doing this program, please clearly indicate how many camping nights you're donating, so we can create one certificate for each night.
 - **2020 Campground Promotions**
 - We need:
 - Program title
 - Brief description of the program, including savings or packaging opportunity.
 - Start/End dates, if any.
 - How do they book/redeem?