

**Pass**

**CANADA ATTRACTIONS PASS**



**UNLIKE ANYTHING ELSE**

# Our Story



## Mission Statement

To create a marketing platform that **KEEPS THE BEST INTEREST** of the venue in mind while increasing all revenue streams across the board from tickets sales, to concessions, gift shop and membership sales. Remove the middle man.

**Finally, a FREE TOURISM MARKETING PLATFORM** that works with attractions and truly cares about their bottom line.

## Groupsales.com

Groupsales.com is celebrating its 20th year and has been marketing and selling for some of the largest brands, attractions and sports teams from coast to coast. Groupsales.com has been a sales team for many great events and attractions and our experience in Sports and Entertainment has led to the longevity of the business and has paved the way for Canada Attractions Pass. Our partners have included:



## Canada Golf Card Launched in 2012

Canada Golf Card has quickly become the **BEST GOLF MARKETING PLATFORM** in the country. With over 800 golf courses and growing, the golf card platform is coast to coast, also adding courses in California, Arizona, Mexico and Hawaii. The platform has exploded with growth and has built one of the best **GOLFER DATABASES** in the country. The platform is proven and our brand partners include:



## Our Partnerships

Both Canada Golf Card and Groupsales.com have had years of established relationships with some of the most well-known brands in our industry. Our sales channels and brand partners are key to the success of Canada Attractions Pass.

# The Platform

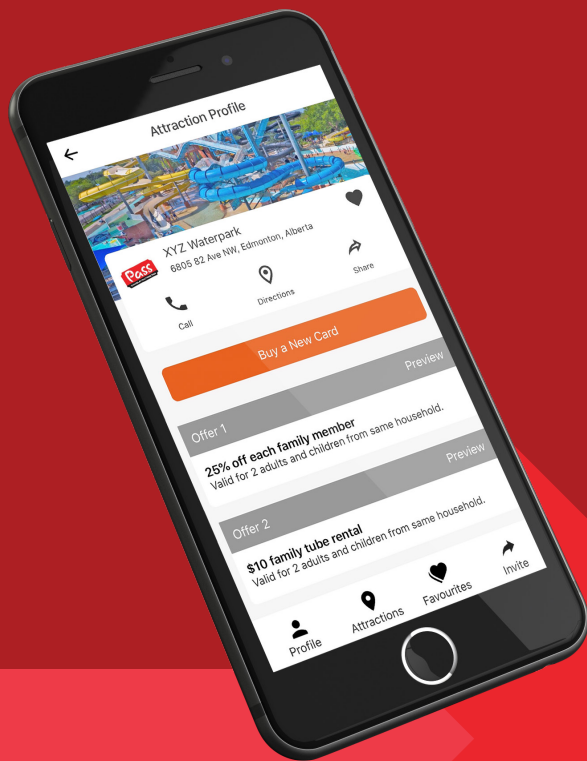


## Canada Attractions Pass Unlike anything else!



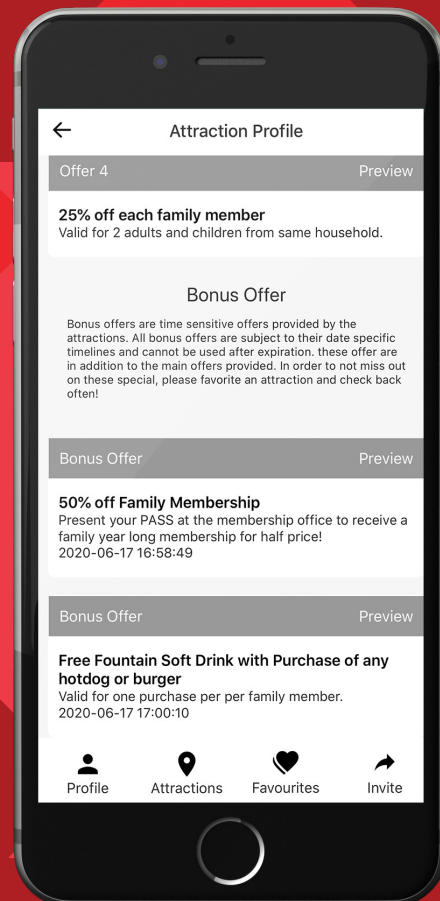
Canada Attractions Pass is a #GameChanger. The PASS platform is like UNLIKE ANYTHING ELSE on the market and is the 1st of its kind. We provide a FREE NATIONAL MARKETING PLATFORM in Canada. Brought to industry professionals who have started Groupsales.com and Canada Golf Card!

- ✓ **KEEP 100% OF YOUR REVENUE** - we eliminate the middle man.  
You collect all the money at the admission counter and customers pay you direct. The middle man is completely removed.
- ✓ **INCREASE ALL REVENUE STREAMS** - Ticket/Gate Revenue, Concessions, Memberships, and Gift Shop. The Pass platform lets you increase all revenue streams not just ticket sales through Load your own bonus offers feature.
- ✓ **FREE NATIONAL MARKETING PLATFORM** - its 100% FREE with NO HIDDEN FEES.  
We are building one of the BEST event/attraction databases in the country.
- ✓ **LIMIT OF ONLY 2 COUPONS TO JOIN**  
Once the 2 coupons are redeemed they are no longer available. They are only allowed 2 redemptions. Instant redemption on app.
- ✓ **YOU ARE IN FULL CONTROL** - you set the offers and when they can be redeemed.  
You are comfortable out of the gate with the offer you set when you join. They can be time sensitive with some redemption blackout if preferred.
- ✓ **LOAD YOUR OWN BONUS OFFERS** - communicate with the customers.  
Sell Annual Membership offers, offer concession and gift shop offers. Also promote special events. These can be time sensitive so they get deleted after the expiry date  
All with three simple clicks you can add offers to the app and website.
- ✓ **SEND PUSH NOTIFICATIONS**  
You can send push notifications to anyone who likes your attraction or event. Remind them of special dates or membership offers or whatever you choose.
- ✓ **TRACK YOUR RESULTS**  
All redemptions are tracked so you can see the success of the program.
- ✓ **NO COMPLICATED SOFTWARE TO IMPLEMENT**  
We have built an easy redemption process on the Pass App where the offer instantly gets redeemed and tracked by tapping the phone.
- ✓ **MEMBERSHIP BASED**  
This is not open to public.



## Sample Offer

- » Drive traffic to slower times (some restrictions can apply)
- » Increase family use, repeat visits
- » Members pay you direct - 100% free



## Bonus Offers

- » Increase memberships, concessions and gift shop revenue
- » Time sensitive offers that expire when you want them to
- » Easy to load offers - simple as 1, 2, 3



## Push Notifications

- » Push notifications can be sent to anyone who likes your venue
- » Promote special events, memberships, or new features at your venue
- » A direct connections tool not offered on any other program

# Reporting:

*You can track all your redemptions in Live Time!*



This is a free MEASURABLE advertising vehicle where you can measure how successful your campaign is with real time reporting. You can see how many extra visits you have had to your venue. This is as good as it gets in the advertising world. And it's FREE!



# The Website

www.canadasattractionpass.com



[Buy a Membership](#)

[Find an Attraction](#)

[How it Works](#)

[Sign In](#)

[Register Your PASS](#)

## Discover Canada's Backyard

Up To 50% Off Admission Prices  
Hundreds of Attractions Across the Country  
One Simple Membership

[Learn More](#)



## Saving on FUN just got Simple!

Hundreds of Attractions to visit, Multiple offers from each venue, just show your phone and save.

Pay directly when you arrive at the venue.

(No prebuying tickets, or pre-paying 3rd party ticket sellers)

[BUY NOW](#)

Only \$39.95



## Here's How It Works

Purchase your Canada Attractions Pass to unlock the savings!

### Step 1

Find an event or attraction that you want to attend from our list of participating Attractions

Make sure to pay attention to any restrictions on the offers and follow any specific instructions, if any are included.

### Step 2

Arrive at the attraction or venue.

GPS driving directions to all venues

### Step 3

Present your Canada Attractions Pass mobile App at the venue with you arrive.  
Enjoy the savings!

# The App



- » Easy to use. Find attractions around you wherever you are
- » Fast redemption - tap the venue offer twice on phone
- » GPS driving instructions to every venue





## FREE Listing Agreement

2021 & 2022

**It's FREE**—There is no cost for your participation!

**Increase Revenue**—You keep 100% of your revenue, we do not charge a percentage!

**Grow Ancillary Income**—Drive traffic to food and beverage, memberships and gift shop items!

**Build Awareness**—Thousands of Canadian families are exposed to your venue!

Venue Name: \_\_\_\_\_

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

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

Email (administration email): \_\_\_\_\_

Public Email: \_\_\_\_\_ Website: \_\_\_\_\_

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

City: \_\_\_\_\_ Province or State: \_\_\_\_\_ PO/Zip Code: \_\_\_\_\_

Main PASS Offer (Please check, each offer is repeated Twice):

- ☐ 50% off Admission (Two adults and up to 5 children from same household)
- ☐ 25% off Admission (Two adults and up to 5 children from same household)
- ☐ 10% off Admission (Two adults and up to 5 children from same household)

Custom Offer: \_\_\_\_\_

Please list any restrictions for your offers (note: the better the offer, the more visits you will see!) \_\_\_\_\_

(i.e.: Valid Monday to Friday and after 11am on weekends and holidays) \_\_\_\_\_

### Agreement details

The undersigned venue operator or representative agree to accept the Canada Attractions Pass for the period ending Dec 31, 2022. The operator or representative agree that the offers listed above will be honoured when the Canada Attractions Pass is presented at our facility and agree to educate our staff to ensure excellent customer experiences. We agree that should any Canada Attractions Pass member be turned away in error, to work with Canada Attractions Pass to make the situation right for the customer.

If the facility is sold, the new owner must be advised on the program and made aware of the obligation to honour the program for the duration of this agreement.

Canada Attractions Pass is granted permission to publish any photographs, logos or any trademarks required to compose and execute the Canada Attractions Pass listing on the website [www.canadaattractionspass.com](http://www.canadaattractionspass.com) or the Canada Attractions Pass App.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_