



# The Historic US Route 20 Association

## “The Historic Route 20 Card”

Business/Corporate Agreement Form V 1.0  
October 2012

Thank you for your interest in participating in and promoting “The Historic Route 20 Card” program, (referred to as “Card”).

This *Card* will be made available to ALL active members of the Historic US Route 20 Association and is valid for one year upon receipt of membership.

The goal of the *Card* is to promote travel along all 3,365 miles of US Route 20 and to allow members to use the *Card* at various supporting establishments from Boston, MA to Newport, OR. This *Card* has numerous benefits to not only the members who use it, but to the businesses as well.

Each business who agrees to accept the *Card* will have their business benefits promoted and available to members on the Historic US Route 20 web site, mobile app (when developed) and at various times promoted via social media. This not only will promote travel along Route 20, it will also bring and attract customers who may be traveling from outside the region to your location and town creating an economic boost that otherwise may be lost to larger, more familiar establishments. We wish to promote locally with Route 20 as the common theme.

The *Card* is simple and your establishment should take a “good faith” approach in accepting it at your location. Each card will be laminated plastic with an official signature, member(s) name and expiration date. The Card can be verified at [www.historicUS20.com/20card](http://www.historicUS20.com/20card)

The benefit that you provide to the Card member is up to you, but we suggest along the lines of: “10% off your purchase”, “\$1.00 off admission”, etc. You may offer “Special Promotions” to Card members that will be promoted on our website and social media pages.

This agreement will be valid between your establishment and the Historic US Route 20 Association for one year and will renew upon receipt of annual membership dues. You may change the terms or conditions at any time with written notice to the Association.

Please indicate your Business, benefit, terms and conditions you wish to offer:

---

Business Name & Location

---

---

---

Signature

---

Date

For more information & updates about the card, please visit [www.historicUS20.com/20card](http://www.historicUS20.com/20card)