



WE INVITE YOU TO JOIN OUR EXCLUSIVE  
**LOCAL TREASURES**  
 COMMUNITY PARTNERSHIP PROGRAM

**REACH THOUSANDS OF VISITORS!**

Heritage Hotels & Resorts appreciates that you are a unique local New Mexico business. We invite you to join us in promoting your business to our customers through our Local Treasures community partnership discount program. We'll direct our customers directly to your doorstep by offering them a 15% discount at distinctive local businesses by using a coupon card. This partnership program is offered exclusively to select invited businesses as we are encouraging our customers to shop locally so they have the most authentic experience when visiting.

**PARTNER OFFER:**

As part of the program participation, a discount amount of 15% off your goods and services is required. (Offer is not available with other offers or discounts and does not apply to tax, alcohol or gratuity.)

**PARTNER ADVANTAGES:**

- Gain free exposure to a new customer base with the potential to drive new qualified customers staying at Heritage Hotels & Resorts to your business.
- Save on marketing fees and time.
- Working with HH&R will save you on third party costs and discount requirements such as Groupon's requirement of 50% discounts off regular rates plus a revenue share of 50:50.
- Below is an example of your financial results with a Groupon offer as compared to the Heritage Hotels Local Treasures program:

Program	Retail Cost	Sell Price	Partner Net
Groupon	\$100	\$50	\$25
HH&R	\$100	\$85	\$85*

**HERITAGE**  
HOTELS & RESORTS, INC.

**LOCAL TREASURES**

**SAVE 15%**  
 Exclusive discounts for Heritage Hotels & Resorts customers at exclusive participating locally owned New Mexico shops, galleries, restaurants, attractions and more.

**LIST** **MAP**

HHandR.com/Treasures <http://ow.ly/hyzcn>

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**HERITAGE**  
HOTELS & RESORTS, INC.

**LOCAL TREASURES**

The bearer of this card is entitled to a 15% discount off specified goods and services at exclusive New Mexico participating businesses. For map and list of businesses see [www.HHandR.com/Treasures.pdf](http://www.HHandR.com/Treasures.pdf)

- Work together as a community to support local New Mexico businesses.
- Team up with the Heritage Hotels & Resorts marketing experts to publicize this program through numerous marketing channels and initiatives: websites, e-mail and social media campaigns, third party campaigns such as TravelZoo e-mails, radio ads, press releases, CVB listings, hotel front desk and reservation personnel and many more.
- We'll include your business name, contact information and website in marketing collateral, whenever possible.
- Partners will receive 5 cards per year of membership to use for staff incentives, family or friends.

### HOW IT WORKS:

- Our hotel guests will show you a coupon card along with their room key when making their purchase.
- The card will have the guest name, custom validity dates and an authorized signature by a hotel representative. You can also request to check the guest ID to cross reference.
- A separate flyer will accompany the card with the business listings and contact information and be updated as partners are added. This flyer will be available at [www.HHandR.com/treasures](http://www.HHandR.com/treasures) and linked to from our other websites, social media and interactive advertising.

### HERITAGE HOTELS & RESORTS:

Heritage Hotels & Resorts is a locally owned New Mexico based business with hotels in Santa Fe, Albuquerque, Taos and Las Cruces. These hotels have received numerous awards and are recognized for their distinctive cultural style. Heritage Hotels enjoys a positive relationship with thousands of customers and supports numerous cultural causes throughout the state.

### HOW TO SIGN UP:

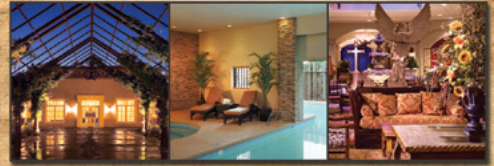
Please complete the attached form and return it to us. If you have questions or for more information on the program, please contact Miranda at Heritage Hotels & Resorts at [mevjen@hhandr.com](mailto:mevjen@hhandr.com) or 505-798-4382 fax: 505-798-4305.

HOTEL ST. FRANCIS ~ LODGE AT SANTA FE ~ HOTEL CHIMAYÓ DE SANTA FE ~ PALACIO DE MARQUESA TAOS  
HOTEL ALBUQUERQUE AT OLD TOWN ~ NATIVO LODGE ~ HOTEL ENCANTO DE LAS CRUCES

HERITAGE HOTELS & RESORTS ~ [WWW.HHANDR.COM](http://WWW.HHANDR.COM)



*Heritage Hotels & Resorts properties celebrate the rich, multi-cultural heritage of the Southwestern US. Through our architecture, interior design, landscaping, cuisine, art, entertainment and music, we provide our guests with an authentic, cultural experience. We pride ourselves on the preservation of Southwestern culture and traditions.*



**HOTEL CHIMAYÓ DE SANTA FE**  
855-752-9273 | [www.HotelChimayo.com](http://www.HotelChimayo.com)

**HOTEL ST. FRANCIS IN SANTA FE**  
800-529-5700 | [www.HotelStFrancis.com](http://www.HotelStFrancis.com)

**THE LODGE AT SANTA FE**  
888-563-4373 | [www.LodgeAtSantaFe.com](http://www.LodgeAtSantaFe.com)

**HOTEL ALBUQUERQUE AT OLD TOWN**  
800-237-2133 | [www.HotelABQ.com](http://www.HotelABQ.com)

**NATIVO LODGE IN ALBUQUERQUE**  
888-628-4861 | [www.NativoLodge.com](http://www.NativoLodge.com)

**HOTEL ENCANTO DE LAS CRUCES**  
866-383-0443 | [www.HotelEncanto.com](http://www.HotelEncanto.com)

**Hotels Supporting Cultural Causes**

GUEST NAME: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

HOTEL AGENT: \_\_\_\_\_

*Guest must show hotel room key and this card to get 15% discount. Discount cannot be applied with other offers or discounts or to tax, alcohol and gratuity. See participating business at [www.HHandR.com/Treasures.pdf](http://www.HHandR.com/Treasures.pdf)*



## LOCAL TREASURES COMMUNITY PARTNERSHIP PROGRAM

### PARTNER ENROLLMENT FORM

**BUSINESS NAME:**

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**BUSINESS PHYSICAL ADDRESS:**

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**CITY:**

**ZIP:**

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**WEBSITE:**

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**E-MAIL:**

**PHONE:**

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#### **AUTHORIZED CONTACT INFORMATION (WILL NOT BE PUBLISHED):**

**CONTACT NAME:**

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**PHONE:**

**E-MAIL:**

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#### **OFFER RESTRICTIONS:**

Offer does not include tax, gratuity or alcohol. The discount does not apply to already discounted merchandise and services and is not valid with other offers. Each card will have a customized expiration date based on the guest stay. Guest must show card and room key to obtain discount; partners may also request to see ID.

I authorize Heritage Hotels & Resorts to offer their guests a 15% discount on purchases made at this business with the above restrictions.

**AUTHORIZED SIGNATURE:**

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We request that businesses provide a reciprocal link to our website. Business may withdraw from the program at any time by contacting Heritage Hotels & Resorts but will require three months to process removal.

#### **Return Form To:**

MIRANDA EVJEN, SENIOR MANAGER - INTERACTIVE MARKETING, HERITAGE HOTELS & RESORTS

PHONE: 505-798-4382 ~ FAX: 505-798-4305 ~ MEVJEN@HHANDR.COM

MAIL C/O NATIVO LODGE 6000 PAN AMERICAN FRWY NE ~ ABQ, NM 87109