

Promote Your Business through Employee Incentives

ADK Work and PLAY

What: The ADK Work and Play pass is an incentive card to provide employees an opportunity to experience the offerings of our area at a discounted rate. Use this opportunity to drive business during slower times. By providing these incentives to new and existing employees, front line staff will have the ability to interact with visitors and offer first hand experiential recommendations for your services.

Where: The Adirondack Park

When: The first ADK Work and Play Card will be valid January 1, 2015 – June 1, 2015 (ADK Work and Play Pass allows you to stipulate blackout dates that work for your business).

Who: Registered employees of Businesses living and working in Lake Placid, Saranac Lake, Tupper Lake, Wilmington and Keene that can provide pay stub verification.

Why: Our goal is to encourage quality work from employees by offering them a discount card. Through this method we also know that the best way to promote our businesses is through the good, old fashioned “word of mouth” method. The more our employees experience what our region has to offer, the more ongoing promotion we will receive. Happy Employees = Happy Employers!

Discount Tiers:

- Slide & Ride 50% off ski and transportation
- ADK Expert 25% discount on goods/services
- ADK Experience 20% discount on goods/services
- Taste of the ADK’s 15% discount on goods/services

Business Name: _____

Discount Tier: _____

Black Out Dates: _____

Website: _____

Telephone: _____

Address: _____

Questions & Logo: If you have questions or wish to have your logo on the ADK Work & Play website please email: kerry@roostadk.com