

## Apres Ski - Have a drink on us!

ROOST has been busy at work this fall to improve lakeplacid.com Ski & Stay packaging, working with ORDA and local lodging properties so that visitors can book their vacation directly through our websites.

As a welcoming gesture and also to encourage visitors to explore the great dining options Lake Placid and Wilmington have, we would like to offer a 'Drink on Us' to those who book a Ski & Stay package through lakeplacid.com or whitefaceregion.com.



### What We're Asking Local Restaurants and Bars

To honor Lake Placid 'Free Drink' tokens for any alcoholic or non-alcoholic beverage, up to a \$6 value, when a guest spends \$10 or more at your restaurant. Good any time between November 24, 2017 and April 1, 2018. It's a great gesture to visitors, promotes a visit to your restaurant, and your restaurant name will be included in the list of participating properties for any advertising we do around this promotion.

### How it will work?

ROOST will create a special 'Lake Placid drink token' which will be distributed to guests with their ski tickets when they book a lakeplacid.com Ski & Stay package. With their package they will also receive a list of participating businesses where the token may be used for a free drink.

### What are the requirements?

We would ask that you accept up to 2 tokens with the purchase of \$10 or more. 4 with \$20 etc... We will limit the tokens to 1 per adult and 4 per package max, so it is not likely more than 4 tokens would come in with a single group.

Each token should be good for 1 alcoholic or non-alcoholic drink up to \$6, or a \$6 discount on a more expensive drink. Token has no cash value.

### How will tokens be distributed?

Tokens will be hand delivered along with ski tickets to a guests lodging property by ROOST staff in advance of their stay. Tokens will not be distributed by any other means.

### How Many Tokens Will Be Distributed?

Each Ski & Stay Package will be eligible for 1 drink token per adult, up to 4 drink tokens per package. We expect 50-100 tokens to be distributed for the 2017-18 Winter Season.

### What do we do with the tokens?

Tokens can be returned to the Lake Placid Visitors Center, or, you can call and someone will pick them up. **We would like to know how many tokens are collected and from where so we can gauge the effectiveness of this promotion.**

### What will the tokens look like?

We are in the process of ordering tokens, but the preliminary design is below. We will confirm with participating restaurants once the tokens are available.



### How do we sign up?

You can contact Catherine Ericson at [catherine@roostadk.com](mailto:catherine@roostadk.com) or Glenn Pareira at [glenn@roostadk.com](mailto:glenn@roostadk.com) or call our office at 518-523-2445 with any questions or to let us know your restaurant would like to participate in this promotion. **We would like confirmation of restaurant participation by October 30th.**