



MERCHANT PASS PROGRAM 2011/2012 FACT SHEET

The 2011/2012 Merchant Pass Program is available again for the upcoming season with a few modifications designed to bring more value and augmented benefits to community business partners. The resort is proud of how the Steamboat Merchant Pass Program allows your respective employees, both seasonal and year-round, to access the best possible pricing on Steamboat Season, PURE 15 and Steamboat/Winter Park Unlimited Passes.

Below is a summary:

Pre-Season Pass Offer

- If purchased by **8/15/11**, Steamboat Springs Chamber Resort Association members are eligible to secure their employees Pre-Season pass rates with an initial deposit of \$99 per pass.
- **Important!** After the 8/15/11 deadline, the applicable pass rates for any additional passes will be the Regular Season rates. Please plan accordingly.
- The total balance on account is due no later than **1/13/12**. Each merchant will be provided with a statement of account on 1/2/12. If you would like to receive your statement prior to that date please contact Pre-Sold Services at 970-871-5269.

Regular Season Pass Offer

- If purchased by **12/31/11**, Steamboat Springs Chamber Resort Association members are eligible to secure their employees Regular Season pass prices with an initial payment of \$99 per pass.
- The total balance on account is due no later than **1/13/12**. Each merchant will be provided with a statement of account on 1/2/12. If you would like to receive your statement prior to that date please contact Pre-Sold Services at 970-871-5269.
- The deposit option will not be available after 12/31/11, and all pass purchases must be paid in full.

Pass Rates

	Pre-Season Rates	Regular Season Rates
Adult Steamboat Pass	\$929	\$1,239
Adult Steamboat & WP Unlimited Pass	\$1,004	\$1,314
Pure 15 Day Pass	\$719	\$919

- The Steamboat Pure 6 Pass is not available for sale under the Merchant Program
- Costs for add-on days associated with the Steamboat Pure 15 Pass will be incurred directly by the pass holder and not the business.

Merchant Participant Benefits

Pre-Season Benefits <i>August 15 Deadline</i>	Merchant Pass	Fly Steamboat
Deposit	\$99	\$99
Extended Deadline	August 15 th	August 15 th
Final Payment	January 13 th	January 13 th
Enterprise Zone Tax Credit Eligibility	No	YES
Friends & Family Discounted Tickets	Two	Four
Transferability	\$50/pass	FREE
Special Business Owner/Manager Coupon Book	No	YES
Monthly e-newsletter	No	YES
1 st Tracks (2 unguided vouchers for use during the season)	No	YES
Monthly Drawing for Pair of Air Tickets (Dec-April)	No	YES
Company Inclusion – Brochure Rack & Closed-Circuit TV at Airport	No	YES

Parking Pass Privileges @ YVRA	No	YES
Signature Pass Lanyard	No	YES

Family Pass Benefits

Merchant pass holders will be entitled to the following family pass benefits. The applicable rates will be the same as that of the merchant pass. The charges for the family passes must be paid for in full at the time of purchase and may not be charged to the merchant account.

	Pre-Season Rates	Regular Season Rates
Kids Ski Free Steamboat	\$0	\$0
Kids Ski Free Steamboat / WP Unlimited	\$75	\$75
Family Child Steamboat	\$249	\$449
Family Child Steamboat / WP Unlimited	\$324	\$524
Family Teen Steamboat	\$469	\$659
Family Teen Steamboat / WP Unlimited	\$544	\$734

Procedures in Brief

Merchants may purchase Passes which will be assigned to specific individuals on the payroll working at least 20 hours per week (either winter seasonal or year round) at that establishment. Spouses not employed by that establishment are not eligible for the program. It is not the intent of the program that Passes be purchased for individuals working for a merchant for contracted services (attorneys, painters, musicians, etc.). Passes will be the property of the employer, but will be assigned to a specific employee whose photo will appear on the Pass.

The Merchant who is a member of the Steamboat Springs Chamber Resort Association will complete the "Steamboat Ski & Resort Corporation Merchant Agreement Form" and return it to the Main Ticket Office with either full payment or the appropriate deposit for each Pass ordered. Pre-Sold Services will process the contracts and e-mail the Merchant their Pass Affidavit(s) in early November 2011.

The Merchant will, with the employee, review and sign an agreement form stating the conditions and ownership arrangement of the Passes and agreed payment plan, if any. The employee may then proceed to the Main Ticket Office and present the Affidavit of Employment form signed by their employer. The employee will need to sign a liability release form and agree to the Terms & Conditions provided to them. A Steamboat Season Pass, Steamboat/Winter Park Unlimited Season Pass, or a Pure 15 Day Pass as indicated on the Affidavit will then be issued. We do advise Merchants to issue Affidavits close to the ski season due to the possibility of misplacement and early season employee turnover.

For a detailed description of rules and regulations of the Merchant Pass Program please visit www.steamboat.com/merchantpass.

Merchant Pass Program please call 970-871-5269