



2017 Dive Shop Incentives

-Admission & Season Pass Cash Back Programs-

What are they?

Admission Cash Back Program
New Diver Season Pass Cash Back Program

How will this benefit me?

\$\$\$\$\$\$ in your pocket!

You will receive \$10 on your gift card for every Season Pass purchased by a newly certified diver when they use their coupon in their new diver packet!

If your new student has a season pass they will be more likely to:

- rents gear more frequently from you—more \$\$\$ for you !
- purchase more gear from you to dive since they will be diving more often
 - more \$\$\$ for you
- continue their dive education through more classes and certifications
 - more \$\$\$ for you

It is much easier to keep your customer happy diving with you than it is to find new ones!

You will receive \$10 on your gift card for every discounted preseason Season Pass purchased November - February

How much Cash Back do we receive?

Admission Cash Back Program
\$3.00 on Dutch Springs Gift Card for each student
Season Pass Cash Back Program
\$10.00 on Dutch Springs Gift Card for each Season Pass Sold

Is there a benefit to my students?

Admission Cash Back Program
\$1.00 discount on Diver Admission
New Diver Season Pass Cash Back Program
\$35.00 off the regular price of a 2017 Season Pass
They will get credit for their weekend admission fees

What will be in the packet?

Admission Cash Back Program

- Waivers (both adult and minor) and distribute to your students.
 - DO NOT PHOTOCOPY the barcode gets compromised & becomes unscannable
 - They will have your dive shop “instant coupon” with your name and barcode on the top right hand corner of the page
- A gift card - The gift card number will be kept on file for monthly cash back crediting

New Diver Season Pass Cash Back Program

- A Sheet of Stickers for you to attach to your newly certified diver’s log book

Directions for each program
A PDF version of your waivers to print out as needed will be emailed to you

How do my students participate?

Admission Cash Back Program

Just bring the filled out, signed waiver to the cashier when purchasing their admission

If they forget your barcoded waiver they will have to fill out one of ours

They will not get a discount and **You will not** get your cash back

So make sure they remember to bring it!

New Diver Season Pass Cash Back Program

Just bring their instructor signed off log book with your barcoded sticker to the Blue Koi for their New diver packet.

Fill out the New Diver Unlimited Season Pass Special Application and bring it with their admission tickets to the admissions office to purchase their pass

Discounted Season Pass Cash Back Program

Just give your customer a Winter Special Flyer and have your customers go online to purchase their pass using your special promo and coupon codes!

What do I need to do to register?

Fill out the Cash Back Incentive Form at the end of the packet

What if I want to participate in only one of the programs?

That is fine!

You will receive both program's information, stickers and waivers but what you do with everything is up to you!

How will I receive my money?


-For the Dutch Springs Gift Card

- Money will be added to your Gift Card monthly
- Gift Card money will be calculated at the end of the month
- Gift Card will be credited by the 15th of the next month

What can I use my Dutch Springs Gift Card for?

- Admission tickets for assistants who choose not to buy a season pass
- Season Pass for VIP assistants
- Admission tickets and passes for your VIP's
- Air Fills
- Tent Rentals
- Food from Noble Roman's or Tuscano's
- Ice
- Blue Koi merchandise
- Or anything else Dutch Springs has to offer!

**SAMPLE
PASS STICKER**

		template -11100044	
		Cert. Type: _____	
Diver's Name: _____			
	Instr. Signature	Instr. Number	Date of Dive
Dive #1	_____	_____	____/____/____
Dive #2	_____	_____	____/____/____
Dive #3	_____	_____	____/____/____
<i>Congratulations! You are certified!</i>			
Please present at the <i>Blue Koi Gift Shoppe</i> for your <i>Just Certified Packet</i> filled w/coupons & discounts. Present your admission tickets for Season Pass savings! These offers are valid the day of certification dives only & cannot be transferred.			

DUTCH SPRINGS RELEASE AND WAIVER OF LIABILITY AGREEMENT

THE UNDERSIGNED understands and acknowledges that permission to enter DUTCH SPRINGS is granted only after the written document is completed and signed. PLEASE READ THE DOCUMENT CAREFULLY.



\$1.00 OFF
One Diver Admission Ticket
Dive Shop Name Here
Diver Instant Coupon

PLEASE PRINT:

FOR CERTIFIED DIVERS:

Name	Certifying Agency:
Address	Certification Date
City, State, Zip Code	Card ID Number
Email Address	Type of Certification

IN CONSIDERATION of the opportunity afforded to me to enter and utilize the premises known as DUTCH SPRINGS located in Lower Nazareth and Bethlehem Townships, Northampton County, Pennsylvania and to participate in SKIN and/or SCUBA DIVING, its associated activities and/or AQUAPARK and/or SKY CHALLENGE, I, the undersigned, hereby assume all risk of loss or injury to my person and property that may be sustained in connection with such activities or related activities, including specifically rental and/or use of equipment if applicable in and about the premises. I acknowledge that there is no guard on duty except within the AQUAPARK area, and that I have been given the opportunity to inspect the property, the basis of the premises indicates my satisfaction with the condition of same.

IN CONSIDERATION for the permission granted to me to enter and utilize same in such activities, I, for myself, my heirs, administrators, executors, successors and assigns, hereby release, defend, indemnify and forever discharge RECREATIONAL CONCEPTS DEVELOPMENT CORP., d/b/a DUTCH SPRINGS and hereinafter referred to as DUTCH SPRINGS, the owners, operators, sponsors of any event, as well as their respective agents, servants, employees, officers, officials, and other participants in those activities of and from all claims, demands, actions and causes of law or equity, arising from any injury, including death, sustained to my person and/or property arising during my presence on the premises.

I INTEND by this Release to waive all claims for negligence, products liability, or breach of warranty against DUTCH SPRINGS, including claims for personal injury to the undersigned or damage to the undersigned's property whether or not it is based on the sole negligence of DUTCH SPRINGS, its agents or its employees. This Release shall cover and include all areas, activities and acts, within the premises, including but not limited to, all recreational endeavors, activity in the AQUAPARK, activity in or around the SKY CHALLENGE, parking facilities, picnicking areas, land, showers, rest rooms, office and every other area, activity, or act in or about DUTCH SPRINGS or connected with the same.

The UNDERSIGNED agrees to indemnify and hold harmless DUTCH SPRINGS from any and all causes of action at law or in equity that they, any personal representatives, and my heirs, executors, administrators, successors or assigns, may have against DUTCH SPRINGS and UNDERSIGNED agrees to pay all costs of such action, including but not limited to attorney's fees incurred by DUTCH SPRINGS in the defense of same.

I ACKNOWLEDGE that the utilization of the premises by the undersigned for whatever permitted purposes is purely at my risk. I agree that there have been no warranties made to me expressed or implied. I represent and certify that I am eighteen (18) years of age or older and certify that my attendance and participation in those activities is voluntary. I represent and certify that my participation in SKIN and/or SCUBA DIVING is as a certified scuba diver, or in the instance of PADI/SCUBA DIVER under the supervision of a qualified SCUBA instructor, or as a student in a SCUBA DIVING course/program under the supervision of a qualified SCUBA instructor.

I AGREE that this Release shall be continuing in nature for subsequent visits by me during the calendar year set forth below or for the duration of the season if a Season Pass is purchased.

I INTEND AND AGREE that this Release and Waiver of Liability Agreement will be governed by Pennsylvania law and will be binding upon my estate, heirs, administrators, executors, successors and assigns, and legal personal representatives. I AGREE that any dispute relating to this Agreement will be resolved exclusively in the Courts of the Commonwealth of Pennsylvania.

I HAVE READ AND UNDERSTOOD THE FOREGOING RELEASE AND, BY AFFIXING MY SIGNATURE TO IT, SIGNIFY MY CLEAR INTENTION TO BE LEGALLY BOUND BY IT. THIS AGREEMENT, AS PUBLISHED AND POSTED AT WWW.DUTCHSPRINGS.COM SHALL NOT BE AMENDED OR MODIFIED OR ANY OF ITS PROVISIONS WAIVED, UNLESS IN WRITING AND SIGNED BY THE DULY AUTHORIZED REPRESENTATIVES OF BOTH PARTIES.

Date: _____ Signature: _____

Dutch Springs Dive Shop Incentive Form

Dive Shop Name: _____

Dive Shop Owner: _____

Alternate Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Fax: (____) _____ - _____

Email: _____

EIN : _____

If you have a gift card already that you would like to keep on file please specify the number: _____

I would like my gift card (if one is not indicated above) to be mailed to:

Check here if info is same as above

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Fax: (____) _____ - _____

Email: _____

*For more information or to Sign up for your group incentive contact Andrea Scott at:
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www.dutchsprings.com*