



2018 Dive Shop Incentive Update

-Admission & Season Pass Cash Back Programs-

How will this benefit me? \$\$\$\$\$\$ in your pocket!*

\$10 on your Dutch Springs Gift Card* for every Season Pass purchased

- by a newly certified diver when they use their coupon in their new diver packet!
- for every discounted preseason Season Pass purchased September - February

\$3.00 on your Dutch Springs Gift Card* for each student admission ticket purchased

- this benefit is for your students only
- please don't post your barcoded waiver online for anyone to print and use
- please don't hand out to all people coming into your shop unless they are coming to Dutch Springs with you for a class

Customer loyalty to your dive shop

It is much easier to keep your customers happy diving with you than finding new ones!

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

***Money will be added to your Gift Card monthly (calculated at the end of the month & credited on the card by the 15th of the next month)**

Is there a benefit to my students?

Student Admission Cash Back Program- \$1.00 discount on Student Diver Admission

New Diver Season Pass Cash Back Program- \$35.00 off a regularly priced Season Pass

- discount can not be combined w/any other discounts
- if tickets are presented, credit will be given for their weekend admission fees

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!

How do my students participate?

Student 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

Don't forget...

Barcoded waivers are for the students in your class, not all customers walking through your doors or finding your waiver on the internet!

DO NOT PHOTOCOPY the barcoded waivers and season pass stickers!

-the barcode gets fuzzy and can not be scanned by our pos scanners

-please print the waivers and season pass stickers from the pdfs emailed previously

Use your gift card for anything Dutch Springs sells.

We now have POS terminals at all points of purchase! You can purchase (but not limited to):

- Admission tickets for assistants who choose not to buy a season pass or your VIP's
- Season Pass for VIP assistants
- Air Fills
- Tent and Grill Rentals
- Catering and Food from Noble Roman's or Tuscano's
- Blue Koi merchandise