

## Olney Days “Deal Me In” A Community-Wide Restaurant Promotion

**April 8 – April 29**

Each year, over **15,000 people participate in at least one Olney Days event.**  
This year, we are launching **Deal Me In** — a restaurant-driven promotion designed to:

- Drive new and repeat customers into local restaurants
- Encourage multiple visits
- Raise funds for Olney Days
- Increase restaurant visibility in the community
- First year goal = 100 Passports

Participation is limited  
to **10 restaurants**  
to maximize exposure

### Overview of How It Works

- Customer purchases a **Deal Me In** Passport from Olney Civic Fund (OCF).
- Each time they eat at a participating restaurant & present their passport, they receive one playing card.
- This adds less than 20 seconds at checkout.
- OCF handles all contest rules, disputes, and prize distribution.
- **More visits = more cards = better chance of winning = more reasons to return.**

Scan ticket > Give passport > One playing card per paid check > Collect passport at end

### Why Restaurants Participate

- No cash sponsorship required
- Increased foot traffic
- Incentivized repeat visits
- Exposure to new diners
- Logo printed on all Passports
- Tagged social media promotion
- Visible support of Olney Days
- Featured on OCF website and 800+ email list
- Program coverage in Greater Olney News
- Final week “Improve Your Hand” marketing push

**You** choose the discount. **You** control the margin. **You** keep the revenue.

**This is the start  
of making your  
restaurant a  
visible, valued,  
and ongoing part  
of Olney Days.**

### To Participate

- Complete agreement
- Return by March 20, 2026 to [OlneyDays@OlneyCivicFund.org](mailto:OlneyDays@OlneyCivicFund.org)
- Only 10 restaurants will be accepted

# Restaurant Participation Agreement

Olney Days “Deal Me In”

Hosted by the Olney Civic Fund

**Program Dates: April 8 – April 29**

## Restaurant’s Responsibilities

The restaurant agrees to:

1. Scan customer QR ticket to validate purchase and distribute passport. (If technical issues occur, provide passport and have customer text their name to 301-332-4554.)
2. Offer a discount of its choosing (submitted in writing).
3. Give one (1) playing card per passport per paid check transaction. If one table has multiple people, each person that has a passport gets a playing card.
4. Collect completed passports through April 29.
5. Display provided promotional signage.

## Olney Civic Fund’s Responsibilities

- Provide Passports & Branded playing cards
- Provide Window signage with instructions
- Provide Staff Instruction Sheet & video
- Passport materials drop off and pickup
- Rules posted on OCF website
- Prize valued at \$75
- Advertisement of program
- Optional: Featured promotional video (\$75)

**Restaurant Name:** \_\_\_\_\_

Discount Offered: \_\_\_\_\_

Limitations (if any): \_\_\_\_\_

- Discount and limitations will be posted exactly as submitted. **All discounts expire April 29, 2026.**
- Restaurant may withdraw with 24 hours’ written notice (logo remains printed; website listing removed).
- OCF reserves the right to remove a participating restaurant for noncompliance.
- Restaurant is not liable for lost passports or disputes. OCF will administer rules and prize distribution.

Check box if interested in an additional promotional video that you can use on your social media. It is optional and costs \$75. Phone number to call to discuss the details: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_