



# COMMUNITY PARTNERS



Car Wash USA Express is the largest operator of express exterior car washes in the greater Memphis market. Each location was selected and developed to become a central gathering point for the surrounding community. With more than 80% of its customer base living within 3 miles of its primary wash, car wash customers represent the fabric of the local population. But the local trade area is more than just the people, it is also the businesses. And working with local companies is equally important to Car Wash USA Express.

We understand the importance of identifying and attracting new customers. In response, we have teamed up with The Kindness Revolution to create a new initiative – The Community Partner Program – to share our customer base with other, like-minded businesses. Through this innovative new partnership program, you can market on an individual level with people that live and do business in close proximity to your business. The Community Partner Program is the perfect supplement to your current strategic marketing plan, reaching your target demographic with a personal message to an audience of people that are more likely to use.



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## **Car Wash USA Express is excited about its relationship with <Company Name>.**

We look forward to teaming up to create a unique partnership with many exciting elements. This partnership will be structured to accomplish the following goals:

**Create lasting partnerships** with local businesses

**Provide a dynamic marketing tool** which reinforces and showcases <Company Name>'s hallmark of leadership in the community, in performance and in quality

**Ensure high visibility** creating top-of-mind brand awareness

**Generate new revenues and sales** by creating greater traffic to <Company Name>



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**As part of the Car Wash USA Express Community Partner Program, <Company Name> will receive the following elements:**

<Company Name> will have the opportunity to **distribute items at the entry gates** of Car Wash USA Express (items provided by <Company Name> and/or its affiliates). Items must be approved by Car Wash USA Express in advance. If additional uniformed personnel are not available or on-site presence not selected, items will be distributed at the engagement point by Car Wash USA Express personnel.

<Company Name> will have a **designated “trade-show”-style presentation area** to set up displays and/or distribute materials to Car Wash USA Express customers. <Company Name> personnel presence is not required.

<Company Name> may also **utilize event area** for merchandise sales, soliciting donations for charitable partners, or distribution of additional promotional items/marketing collateral.

## Additional Advertising Support

Twenty (20) **FREE basic wash coupons** for <Company Name> to distribute to its customers prior to event date.

**Web Site recognition** on [www.carwashusaexpress.com](http://www.carwashusaexpress.com) one week prior though event date.

**Webmail blast** to Car Wash USA Express database of 2,000 promoting <Company Name>'s partnership with Car Wash USA Express.

**Facebook recognition** promoting <Company Name>'s partnership with Car Wash USA Express one week prior to and on event date.

