



## BackpackerBucks Business Listers – What’s in it for you?

### Businesses Offering a Discount – Why and How?

- Free interactive listing on our [www.backpackerbucks.com](http://www.backpackerbucks.com) targeting the fastest growing segment of the tourism industry
- Additional exposure on our blog: <http://blog.backpackerbucks.com> through articles and reviews
- Additional exposure through our large social media presence on Facebook, Twitter, YouTube, and Flickr
- Change ads anytime. Put up new ads, take down old ads, change pictures, change contact information, hours of operation, etc. Add links and YouTube video's. Not locked into any discount offer for any time period. You stipulate your offer(s). Apply restrictions as you see fit.
- You can manage your ads through the [www.backpackerbucks.com](http://www.backpackerbucks.com) website or our representatives can assist you
- More traffic to your website through direct link to your website in a separate window. If you do not have a website, all the more reason you should be on [www.backpackerbucks.com](http://www.backpackerbucks.com) . We can even assist you in creating a website through one of our affiliated companies
- Add a reciprocal link to [www.backpackerbucks.com](http://www.backpackerbucks.com) will improve rank and exposure of your site
- Advantage over competitors by offering a discount.
- Year round free advertising for seasonal businesses (often seen during the trip planning process)
- No printed coupons to deal with (we believe in sustainable practices)
- Global advertising reach
- Opportunity to sell Backpackerbucks cards at your business to increase traffic and make \$5.00 on the sale of each card
- Majority of travelers have laptops or on internet phones and can access you from any location
- Card holders taking up offer of discount will bring other travelers with them to your business
- Word of mouth (and through social media) in the travel community will alert other travelers of your special discount
- Cards are registered online with expiry date to prove validity
- No hidden costs the **ads are free** in exchange for your business offering discounts to Backpackerbucks cardholders
- Listing your business shows the travel community your company cares about children since every listing we receive helps the success of this project
- In short, more business, increased credibility, and helping a great cause

### Simple “Rules of the Road” for Listers

- You must honour your discount offered or your listing will be taken down and your business will be blacklisted
- You must inform staff members of discount so they can accept the Backpacker Bucks discount card
- You must look at the back of the card for the registration number, name and expiry date
- You must place a decal or poster (provided at no cost) on the premises in a prominent location for customers to see
- You may ask for additional identification to verify name on card

## Banner Advertiser

- Very low rates and prime spots available
- Targeted audience and a great cause being supported
- Potential exposure through our extensive social media presence
- Showing the community your company cares
- No mandatory discount needed

## What's in it for us - Backpacker Bucks?

- Our current business model is as follows. Cards will sell for \$20. This is split using a \$5/\$5/\$5/\$5 model. The entity selling the card to the customer receives \$5. The distributing agent for the territory receives \$5. \$10 is returned to Backpackerbucks Head Office. Of this, \$5 goes to covering costs of card production, website maintenance and hosting, and other administrative costs. \$5 is earmarked to be sent to the designated charity for the region. As the network becomes established, we will have some paid advertising space on the site. This is NOT a not for profit business, it is a small profit entity being run with a social conscience creating growing awareness for children and great charities we cherish
- Success for us will be defined by having happy employees and agents, having satisfied client businesses and advertisers, building a great travel resource, making an acceptable return on investment, running a socially responsible and sustainable business with accountable charitable donations

You have our assurance that we will work diligently on expanding internationally at a rapid pace using our network of Backpacker Bucks agents. You also have our assurance that we will be open and accountable for our charitable giving. An external Chartered Accounting firm will review all charitable donations collections and disbursements to ensure integrity. We will also provide testimonials from those we help.

For more information contact:

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