



To: Killington Lodging Properties
From: David Soucy, Green Mountain National Golf Course
Date: April 21, 2011
Re: Stay and Play Partnership Program for Green Mountain National

To maximize our reach and create mutually beneficial relationships between Green Mountain National Golf Course (GMNGC) and Killington lodging properties, we are writing to invite you to participate in our revamped Stay and Play Partner Program.

The Stay and Play Partner Program is a referral program designed to drive more rounds at the golf course and more overnight stays at Killington area lodging properties. Working together can help us each accomplish our respective goals.

Stay and Play Partners receive the following benefits:

- Property name, business logo and website link will be featured on GMNGC.com
- Information/Brochures about partners will be distributed to guests at the golf course and at future trade shows
- Partners will be mentioned in promotional emails sent to the Green Mountain National database
- Partners may utilize these special Green Fee rates for their guests throughout the season. *Please call to inquire about rates.*
- Partners may reserve tee times for any date available at any time during the season
- Guests of Stay and Play Partners receive expedited check in at the Golf Course
- Guests of Stay and Play Partners receive a personalized bag tag with their first booking

Note: In 2011, Green Mountain National will benefit from an aggressive advertising campaign developed and funded by the Town Office of Economic Development and Tourism (EDT), Killington Resort and the Vermont Department of Tourism. The effort will advertise early season and peak season packages at top regional golf shows and via television and online advertising in Albany, Hartford, Springfield, Boston and others. We expect this effort to generate increased traffic to the golf course and increased engagement with the stay and play partners.

In exchange Partners are expected to do the following:

- Promote the partnership on your website with a description and pictures of the course as well as a link to www.gmngc.com (see sample promotional language below)
- Send a minimum of three to four emails to your customer database, promoting the Stay and Play Packages and other offers GMN creates
- Display and distribute GMN brochures in your lobby and rooms
- Distribute information about GMN at any trade shows you attend
- Provide three room nights to the Golf Course for any special promotions or events

2011 Reservation Policies and Procedures

Voucher System

Lodging partners may use their own vouchers or use Green Mountain National vouchers to distribute to their guests. Vouchers are to be presented to the pro shop clerk by the guest on the day of play. The vouchers are used to identify golfers as lodging golf participants only.

Payment

Lodging partners will be billed at the end of every month. **Payment will be due upon receipt of invoice.** Lodging partners can pay by credit card kept securely on file or pay by check. Any past due invoices (30 days) will be charged 1.5% interest per month. If an invoice isn't paid within 60 days lodging partners right to bill for services at Green Mountain National will be revoked. until account is current. Green Mountain National and the Town of Killington will pursue any and all options to collect any outstanding debt.

Reservation Policy

Lodging partners may reserve tee times for any date available at any time during the season. To insure your guests tee times, your staff should reserve tee times at the time the reservation is made and confirm them with your guest. Green Mountain National will send an email confirmation to the lodging partner when the reservation is made. A lodging staff member must make the reservation, not the guest, in order to receive lodging rate.

Cancellation Policy

Lodging partners may cancel a guest's tee time up to 24 hours in advance. Groups of 12 or more require a seven day advance cancellation notification. Partners will required to pay for No Shows so please inform your guests of this policy when they make the reservation.

Rain Check Policy

Rain Checks for future play will be issued directly to any guest as required Lodging partners will be charged for the complete round of golf.

To participate as a Stay and Play Partner, please complete the following form and send it to David Soucy by May 6, 2011 via email at dsoucy@gmngc.com or via fax at (802) 422-4035. In the meantime, please feel free to call Dave with any questions at 422-4653.

We look forward to an exciting summer and working with you to promote the Town.

Business Name: _____

Contact Person: _____ Contact Phone #: _____

Business Address: _____

Mailing Address: _____

Contact Email Address: _____

By signing this agreement, I, on behalf of my business, agree to honor the terms of the agreement and email Dave Soucy the following by May 6, 2011:

- A current hi-resolution logo for your business and the web address you'd like GMN to link to
- A written description of your property (150 words or less) that GMN and the Town can post on their sites
- A copy of the voucher you'd like to use for guests. GMN will either approve it or send you a template you may use.

Signature of responsible party: _____

Forms are to be submitted to the Dave Soucy by May 6, 2011.

Sample Promotional Text for Partner Website

Killington: Home to Vermont's Most Acclaimed Golf Course

Rated by Golf Digest as Vermont's top public course and one of America's top public courses, [Green Mountain National](#) is as beautiful as it is challenging. No houses, no highways, just spectacular surroundings and great golf.

Green Mountain National's Gene Bates design challenges players of all abilities, rewarding the strategic golfer who appreciates and celebrates that challenge. The course features an abundance of forced lay-ups, dog legs and varying elevation. High handicappers will appreciate the gently sloping fairways and flawless greens. And every golfer will revel in the very best scenery cradling any Vermont golf course.

After your round, enjoy dining or a beverage on the deck overlooking spectacular scenery or indoors at our full service restaurant and bar. Take a few minutes to browse through the fully equipped pro shop and take home a reminder of one of your greatest days of golf.

"NAME OF YOUR PROPERTY" is an official "Stay and Play Partner" of Green Mountain National and can offer you special rates for greens fees and other benefits when you stay with us. Guests may book advance tee times to correspond with your stay and receive expedited check in at the Golf Course as well as a personalized bag tag with their first booking. Please call today to learn about our special fees and book your golf getaway.

PHOTOS OF GREEN MOUNTAIN NATIONAL ARE AVAILABLE FOR DOWNLOAD AT www.killingtontown.com PLEASE USE THEM TO ENHANCE YOUR WEBSITE POSTINGS