

# #SASKATOONING DIGITAL PASSES



## Exclusive marketing opportunity for Discover Saskatoon Members and Partners

Join us in showcasing the diverse offerings of Saskatoon and be a part of this exciting initiative to promote the best that our city has to offer- at no cost to you! By participating in our digital city pass program, you can attract new customers, increase foot traffic, and enhance your visibility in the community.

### Our Current Passes Include:



#### Discover Saskatoon Pass

The Discover Saskatoon Pass is tailored for businesses interested in offering discounts at their restaurants, retail shops, hidden gems, and culinary offerings. This pass is aimed at the general public and can benefit anyone who signs up.



#### Sip & Savour Saskatoon Pass

The Sip & Savour Saskatoon Pass is designed for craft producers such as breweries, cideries, and distilleries interested in offering discounts at their establishments. This pass is exclusively for adults aged 19 and over and is specifically tailored for alcohol-related businesses.



#### Family Fun Pass

The Family Fun Pass is intended for businesses that cater to families, whether you offer services just for children or for entire families. This pass is designed to help you attract more families to your establishment.



#### Cultural Connection Pass

The Cultural Connection Pass is designed for businesses that want to offer opportunities for people to immerse themselves in history and Indigenous culture. This pass is tailored for the general public and promotes an alcohol-free environment.

## Interested? Register in 3 easy steps!

1. Decide which pass and targeted market best fits your business.
2. Decide on your exclusive offer.
3. Scan the QR code below to register!

## Benefits

- Low Risk - High ROI potential: No cost to participate for you or the consumer.
- Drive new audiences to your door with increased awareness, attraction, and footfall.
- Connected Network with onboarding, training collateral, and support provided.
- Opportunities to renew and update your offers seasonally.
- Promotes accessibility and sustainability through a mobile exclusive platform.

This opportunity is only available twice a year for a limited time. Don't miss out!

