



Visit St. Pete-Clearwater FunShine Savings Passport

Program Details:

Visit St. Pete-Clearwater is excited to announce our new "FunShine Savings Passport". This will be a free and pivotal tool to get visitors to experience more of our destination.

This free digital passport is designed to encourage visitors to discover the hidden gems and top attractions throughout our destination. This tool will be a key component of Visit St. Pete-Clearwater's marketing efforts. Visitors can easily sign up for the passport using their mobile device and email address.

We want your business to be a part of it!

Requirements for FunShine Offers:

- **Deals should be *visitor focused*.** Offers should fall into the following categories: Dining, Bars & Breweries, Arts & Museums, Tours & Activities, Sporting Events & Concerts, Spa Services and, Shopping.
- **Deals should be *meaningful*.** Our goal is to encourage visitors to experience more of our destination. The better your offer is, the greater the incentive will be for visitors to choose your business to visit.
- **Deals must be *redeemable in person from August 19, 2024 - July 31, 2025*.** Some restrictions may apply, such as "Not available on holidays or weekends," but the offer must be valid throughout the entire year. You have the option to update your deal once a year to modify the offerings.

How to submit a FunShine Offer:

1. Brainstorm a unique and meaningful deal that you can offer for 1 calendar year
 - Example: BOGO items, 20% off a ticket, free dessert with meal etc.
2. Fill out the [online form](#) to submit your FunShine Offer to the Visit St. Pete-Clearwater team. You'll need to provide:
 - Business Name, Website, Address and Main Contact Info
 - Business Description (to attract visitors to your location)
 - Business Category
 - Your FunShine Discount/ Offer
 - An Image to Accompany the Offer
3. The FunShine Savings Passport will utilize [Bandwango](#) technology, the same platform used for the successful Gulp Coast Craft Brewery Passport. Bandwango has a proven track record of launching engaging mobile passes for destinations across the US and Canada.

Benefits of a FunShine Deal:

Free Participation: There is no cost for your Pinellas County tourism-friendly business to be part of this exciting program!

Grow Your Audience: Attract more visitors to your business with special discounts/ offers.

Enhanced Visibility & Exposure: The FunShine Savings Passport will be featured on Visit St. Pete-Clearwater's website and content, and will be included in marketing efforts that reach visitors at visitor centers, events, and activations, as well as through digital and print advertising.