

Subject:	Sports Recognition Day Marketing Event <ul style="list-style-type: none"> • The NFL Kick Off
Procedure No.	M 0102 – 0814 – For Call Center
Procedure Tab	Display & Marketing
Distribution:	All – Company E-Mail Announcement & Posted on the RLS Server - 08-21-2015
Effective Date:	Customer’s Rental Pick-up dates between 9-8-2015 and 9-12-2015 only.
Expiration Date:	End of Day on September 12, 2015
Replaces Procedure:	M 0102 – 0809 , 9-8-09 to 9-13-09, M 0101 – 0805 – For Reservations Call Center, Effective 09-06-05 to 09-11-05, Procedure M 0102 – 0814, Effective Date - 09-8-14, End Date-09-13-14
Other References:	Procedure No. None
Purpose	To Communicate: <ul style="list-style-type: none"> • The NFL Promotion • Reservation Agents Participation • How Customers May Participate • The NFL Kick Off Discount • All Employee Participation

Rental Leasing Services

<p>The NFL Promotion</p>	<p>We've heard the suggestions from our football enthusiasts that they'd like a day set aside to celebrate the beginning of football season to include wearing their favorite team's jersey. Hence, the NFL promotion entitled "The Kick Off" will take place once again this year.</p> <p>Locations will have in-store signage to inform customers of how they may also participate in the NFL in-store promotional event...called The Kick Off.</p>
<p>Reservation Agent's Participation</p>	<p>Reservation Agents may inform customers with pick up dates between Tuesday, September 8, 2015 and Saturday, September 12, 2015 how they may qualify for the promotional discount. This is just another tool for our Rez Agents to show off their good customer service skills!</p> <ul style="list-style-type: none"> ➤ Remember share the promotional news with customers that have rental pick up dates between Monday, Tuesday, September 8, 2015 and Saturday, September 12, 2015. ➤ Inform customers that the promotion will end at the close of business Saturday, September 12, 2015 without exception. Customers renting vehicles on September 13, 2015 will not receive this discount. ➤ Use the promotion to help build your customer loyalty. It really is a good deal and customers can have fun qualifying to get their promotional discount at the same time. ➤ Reservation Agents may not apply the discount to the customer's reservation. (The customer *qualifies for the NFL Kick-Off discount by wearing their favorite NFL Team attire when they pick up their rental during the promotional dates.)
<p>How Customers May Qualify to receive the Promotional Discount</p>	<p>Customers who wear their favorite NFL team attire and pick-up vehicles between Tuesday, September 8, 2015 and Saturday, September 12, 2015 will be able to receive a 10% discount off their rental.</p> <ul style="list-style-type: none"> ➤ Only one discount type can apply to the rental. The customer may not use an AAA, AARP or any other discount with this promotion. ➤ * Customers must meet all other rental qualifications, i.e. Valid Drivers License and Credit or Debit Card in their own name, Minimum Age Requirements, Physical Damage Coverage Requirement, etc. ➤ Customer's NFL team attire / buttons, etc. must be visible to the counter agent to qualify to receive the 10% Kick Off promotional discount.

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<p>The NFL Discount</p>	<p>The NFL Kick Off Discount is 10% of the customer’s entire rental during the promotional period only.</p> <ul style="list-style-type: none"> ➤ The customer must meet the qualifications listed under “Customer’s Participation” to receive the 10% promotional discount. ➤ The Kick Off promotion will begin on Tuesday, September 8, 2015. ➤ The Kick Off promotion will end at the close of business on Saturday, September 12, 2015. ➤ The NFL Kick Off discount can not be applied or combined with any other discount. Only one discount per rental contract.
<p>All Employee Participation</p>	<p>Thursday, September 10, 2015 and Friday, September 11, 2015 only, employees may wear their favorite NFL team’s jersey or hat.</p> <ul style="list-style-type: none"> ➤ The jerseys must have sleeves and must be worn tucked into your company approved uniform pants, without exception. ➤ Name tags must be worn whether you choose to wear your team’s jersey or your company approved uniform attire. ➤ Employees who do not wish to wear a NFL team’s jersey may wear their favorite NFL team’s hat. ➤ Employees who do not wish to participate in wearing a NFL team jersey or hat will wear their company approved uniforms as usual.