

Subject:	Sports Recognition Day Marketing Event <ul style="list-style-type: none"> • The NFL Kick Off
Procedure No.	M 0101 - 0815
Procedure Tab	Display & Marketing
Distribution:	All – RLS Server
Effective Date:	Customer’s Rental Pick-up dates between 9-8-2015 and 9-12-2015 only.
Expiration Date:	End of Business on September 12, 2015
Replaces Procedure:	M 0101 – 0813, September 5, 2013 to September 9, 2013 to September 9, 2013, M 0101-0809, Effective 09-08-09 to 09-13-09, M0101 – 0814
Other References:	Procedure No. None
Purpose	To Communicate: <ul style="list-style-type: none"> • The NFL Kick-Off Promotion • How Employees May Participate

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>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.
<p>Customer Participation</p>	<p>Customers who wear their favorite NFL team attire and pick-up rental 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. <p>Customer's NFL team attire / buttons, etc. must be visible to the counter agent to qualify to receive the 10% Kick Off promotional discount.</p>