



STORE TOOLKITS

**Local Business &
Apartment**

STORE TOOLKIT | LOCAL BUSINESS

Free Wash Offer



OVERVIEW:

- To engage with local businesses and attract new customers to our washes, this toolkit will offer a FREE Ceramic Wash to customers near your store. This can apply to local gyms, daycare centers, or any business near your wash that can potentially drive new customers to your location.
- The local business toolkit includes a coupon card with a QR code for one (1) free Ceramic wash to incentivize locals to come and wash at WhiteWater.
- Customers will simply scan the QR code on the coupon to request the free wash, and then they'll receive a text with their unique barcode to redeem at your store within 24 hours.
- The information the customer provides will allow us to communicate future promotions and company updates, encouraging the customer to wash with us again.

DETAILS:

- **Offer:** Valid for one (1) free Ceramic car wash.
- **Disclaimers:** Single use only. No cash value. Cannot be combined with any other offer, coupon or discount.
- **Expires:** 12/31/2023
- **Excludes:** 800 stores



QUESTIONS/COMMENTS Email: marketingteam@whitewatercw.com

STORE TOOLKIT | APARTMENT OUTREACH

Welcome to the Neighborhood!



OVERVIEW:

- As a welcome gift to new residents in apartments or condos near stores, Whitewater is offering residents 50% off any NEW Unlimited Plan for their 1st month only. This toolkit is designed to build awareness of the wash in your community and engage residents with an exclusive member offer.
- This offer only applies to the 1st month of membership, then they will be charged the standard monthly rate.
- Customers will simply scan the QR code on the flyer and then they'll receive a text with their unique barcode to redeem at your store within 24 hours.
- Educate any customer who visits your store with this offer on recharge cadence and the price to expect each month. Remind them that members can manage their membership at any time at whitewatercw.com.



DETAILS:

- Offer:** 50% off any plan, first month only
- Disclaimers:** No cash value. Not valid on existing membership plans. Cannot be combined with any other offer, coupon or discount.
- Expires:** 12/31/2023
- Excludes:** 800 Stores

QUESTIONS/COMMENTS Email: marketingteam@whitewatercw.com

STORE TOOLKIT | ORDERING

Instructions



OVERVIEW:

- To request coupons for local business or apartment coupons, visit the intranet and select the Marketing & Branding tab, and click Marketing Toolkits Request Form.

MARKETING TOOLKIT REQUEST FORM

- Complete the form in totality, indicating what type of toolkit you are requesting.
- You will receive a confirmation that your request has been received and a representative will reach out to you within 72 with the next steps.
- The marketing department will reach out with approval or any additional questions.
- Once the request has been approved, the coupons will ship directly to your location within two weeks and a member of your team will be responsible for dropping off the coupons to the local business or apartment leasing agent/office for distribution to customers.
- The store email address will receive tracking information providing visibility into when you can expect to receive the coupons.

Local Business Distance from Store *
<input type="text"/>
Number of Coupons requested for this Local Business *
<input type="text"/>

Sample Local Business Form

Apartment Contact Phone or Email *
<input type="text"/>
Apartment Distance from Store *
<input type="text"/>
Number of Apartments/ Units *
<input type="text"/>

Sample Apartment Form

QUESTIONS/COMMENTS Email: marketingteam@whitewatercw.com