

# Passport Perks Provider Application

Please fill out the form completely, detach & mail to:

Michigan Recreation Passport Perks Program  
Keith J. Charters Traverse City State Park  
1132 US-31 N  
Traverse City, MI 49686  
Or fax to: (231) 922-5323

Business Name:
Business Phone:
Mailing Address:
Physical Address:
Business Email (Not for publication):
Business Website:
Facebook URL:
Twitter URL:
Describe your Passport Perks discount offers. For example, 10% off specific merchandise, 2-for-1, free product, etc.:
Contact/Title:
Contact Phone:
Signature (Agreeing To Terms and Conditions):
Date:

## Michigan's Recreation Passport

Michigan's Recreation Passport has replaced the state park sticker for access into all state parks, recreation areas, state forest campgrounds, non-motorized state trail head parking and boat launches. Each Recreation Passport also helps support historic and cultural sites in state parks and provides grants to community parks. To get the Recreation Passport, Michigan residents simply check "YES" when renewing their license plate registration.

### Passport Perks Program

Recreation Passport holders who have purchased their Recreation Passport through the Secretary of State can receive discounts on merchandise and services from participating business from around the state. With this program, it's easy to pay for your plate with your Perks!

[www.michigan.gov/recreationpassport](http://www.michigan.gov/recreationpassport)  
[www.michigan.gov/passportperks](http://www.michigan.gov/passportperks)  
e-mail: [dnr-passportperks@michigan.gov](mailto:dnr-passportperks@michigan.gov)



# Passport Perks Business Application

*Providing discounts to Recreation Passport holders can generate more sales for your business.*



## How Perks benefits YOUR business!

The Department of Natural Resources has created one of the state's largest discount programs as an incentive for motorists to purchase Michigan's Recreation Passport when renewing their license plate through the Secretary of State. It's an opportunity for businesses to partner with state parks to increase customer traffic and support for the Recreation Passport. We're calling it the Passport Perks program.

## What is Passport Perks?

The Passport Perks program was created to make a great deal even better. Businesses around Michigan like yours provide discounts on merchandise and services to Recreation Passport holders who have purchased their Recreation Passport through the Secretary of State. Our goal is for everyone who purchases a Recreation Passport to save that much and more with discounts at hundreds of participating businesses like yours.

## Why join the Passport Perks program?

Approximately 600,000 residents are eligible to renew their license plates each month – and each will have the opportunity to get his or her Recreation Passport and take advantage of Passport Perks. That's a lot of potential traffic for your business.

*"I have sold hundreds more bundles of firewood because of the Perks program."*

Dave Mansell,

Dave's Woodbin at Yooper Lodge,  
Toivola, MI

## How does it work?

Your business decides on a discount for Passport Perks members. Your business decides on a discount for Passport Perks members. Your discount will then appear on [www.michigan.gov/passportperks](http://www.michigan.gov/passportperks) in a searchable database and will also be featured on the "Morning Perks" Twitter feed. You simply put up a small window cling on your window, provided by us at no cost, to indicate that you're a Passport Perks provider. It's that easy. We also provide marketing materials in our e-tool kit at no cost to you. At the time of purchase, your customers will present their vehicle registration, with "Recreation Passport" printed at the top, to your staff as proof of eligibility.



## How can my business join?

Nearly every business in Michigan is eligible, with no set-up or maintenance fee. Simply decide on your discount offer, fill out and submit this application via mail, fax, email or through the DNR's five-minute, electronic enrollment form at [www.michigan.gov/passportperks](http://www.michigan.gov/passportperks). Once approved, post your four-inch by three-inch Passport Perks cling in your store window.

## Terms and Conditions

By completing and mailing the form on the other side of this panel, you and your business:

- Agree to provide the discount on goods and/or services to individuals who present a valid, current Michigan automobile or motorcycle registration indicating "Recreation Passport."
- Agree that your offer will be valid until a change or cancellation is requested. To request a change or cancellation, an email detailing the new offer or cancellation must be submitted to [dnr-passportperks@michigan.gov](mailto:dnr-passportperks@michigan.gov). I understand that a change may take up to 14 business days to process.
- Agree to display signage in a prominent position in order to promote participation in the Michigan Recreation Passport Perks program.
- Understand that the Passport Perks program and its representative agencies make no guarantees regarding minimum amount of sales or customer inquiries due to your participation in the program.
- Understand that the discounts don't necessarily have to be for recreation-focused goods and services. The Passport Perks Program can build value into your business transactions even if your clients don't use the state parks.

Applications are considered from any company doing business within the State of Michigan, excluding those whose products and services are illegal or adult in nature. Discounts are not accepted on alcohol, tobacco, gambling or other age-restricted products and services. The DNR reserves the right to deny or terminate a business from the Passport Perks program if it fails to comply with relevant laws, regulatory guidelines, codes of conduct and standards as are appropriate to the business.