



DAILY MAIL & MAIL ON SUNDAY – CHRISTMAS WISH LIST PROMOTION

FANTASTIC VALUE, COMMISSION FREE, NATIONAL SPA PROMOTION

Introduction

The Spa Business Association (SpaBA) is pleased to present a unique promotional opportunity in partnership with The Daily Mail & Mail on Sunday in the run up to Christmas.

The Daily Mail is the UK's leading national newspaper with over 6 million daily readers (not including The Mail on Sunday or the Mail's web site which receives 18 million unique visits per month!). By working in partnership with the national press SpaBA is able to present members with the opportunity to participate in a fantastic value, commission free, national spa promotional campaign.

This promotion presents an excellent value-for-money opportunity for SpaBA members to generate new business - last year's campaign received more than **90,000 reader responses!**

What is the objective of this campaign?

To drive large numbers of new customers to your doors with a simple discount voucher.

What is the Offer?

A £5 spa voucher will be offered to readers of the Daily Mail & Mail on Sunday.

Campaign start & finish dates

The Christmas Wish List campaign will run in-paper (Daily Mail & Mail on Sunday) for 17 consecutive days throughout November 2011. The campaign will provide the opportunity for every reader to receive a free gift from the published Christmas Wish List which will include a £5 Spa Gift voucher valid until 31st May 2012.

How will the campaign work?

Readers will claim their voucher from the Daily Mail. Vouchers will be sent directly to the customer who will then use it to pay for treatments at a participating spa or salon of their choice. The list of participating venues will be published exclusively on-line at www.thespaclub.co.uk.

Readers will simply need to browse www.thespaclub.co.uk to select the venue of their choice, and then contact the spa direct to check local terms, conditions and exclusions and to make a booking quoting the Daily Mail Wish List.

Important Information

Participating spas MUST agree to accept the Daily Mail branded voucher which will be redeemable against any standard service or treatment from your normal treatment menu. Venues may implement their own bespoke Terms, Conditions & Exclusions in addition to those included on the voucher but these conditions must be clearly recorded on your Registration Form at the time of application otherwise you MUST agree to honor the £5 voucher until the published expiry date.

What is the cost?

This exclusive national promotion will cost just £49 per venue for SpaBA members – and remember you pay NO COMMISSION on any bookings.

How to get involved

To participate in this great value national promotion, complete the attached Registration Form and **FAX BACK to 01268 745881**. For more details contact the Spa Business Association on 08707 800 787 or e-mail info@spabusinessassociation.co.uk.

Kind regards
Andrew Hammond
Deputy Chair, Spa Business Association

Name of Venue:					
Full postal address					
		Post Code:			
Contact Telephone:		E-mail:		Web:	
<i>The above details are what we will use to list your venue on the web site.</i>					
Name of Applicant:				Position:	

Standard Voucher terms & conditions:

(1) This voucher may be redeemed at any participating venue and may be subject to terms, conditions and exclusions as specified by each venue at the time of booking. (2) All appointments should be booked (and in some cases paid for) in advance. (3) All appointments are subject to availability. (4) No cash alternative will be offered. (5) Appointments are available to over 18s only unless expressly stated or confirmed otherwise by the venue. (6) Only one voucher per customer per venue. (7) Not available in conjunction with any other promotion. (8) The venue has the right to refuse admission at its absolute discretion. (9) For details of specific terms and conditions you should contact your preferred venue direct. (10) To view all participating venues visit www.thespaclub.co.uk. (11) Any disputes are to be settled between the venue and the customer: The Spa Business Association or the Daily Mail will not be responsible for, nor be involved in any disputes. (12) This voucher is valid until May 31 2012. For more details contact your chosen venue. For any additional information or queries not covered in these terms and conditions please contact The Spa Business Association 01268 745884 or write to The Spa Business Association, Suite 4, Philpot House, Station Road, Rayleigh, Essex SS6 7HH. Email info@spabusinessassociation.co.uk.

Insert any additional bespoke conditions or exclusions applicable to your venue here:

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Declaration:
I confirm that the above named venue agrees to participate in The Daily Mail & Mail on Sunday Christmas Wish List campaign 2011 and that I am authorised to make such a commitment on behalf of the venue. I understand that for the duration of this promotion our spa / salon will be included in an on-line listing on www.thespaclub.co.uk web site. I confirm that the above named venue agrees to accept the £5 Daily Mail /SpaBA branded spa vouchers. I hereby provide authorisation for Daily Mail / SpaBA to use any images / logos and copy provided for publication on the promotional web site and confirm that we are the owner of said images or have received permission for the owner of the images that they may be used for promotional purposes in relation to The Christmas Wish List campaign.

Name: _____

Position: _____

Signed: _____

Date: _____

FAX BACK: 01268 745 881/ 08707 80 44 77.

E-mail: info@spabusinessassociation.co.uk