



CitySide Socialites Partnership

The Basics

CitySide is a trendsetting apartment community in Sarasota's downtown Rosemary District that opened in December 2016. We have 350+ residents who lead an active, urban lifestyle and love to support local businesses.

The CitySide Socialites program seeks to enhance life in Sarasota for our residents by linking them up with great local businesses. CitySide believes that we best serve our residents by curating a group of businesses who will make life easier for them and have the following attributes:

- Align with CitySide's belief in high-level customer service
- Established a reputation as a premier service/product provider in the area
- Offer CitySide residents **unique** discounts and incentives
- Are fun to work with!



What's In It for Me?

- Promotion to our residents through a profile on our "CitySide Socialites" web page
- Promotion to our residents in our annually-published list of recommended local businesses
- Promotion to our residents by our CitySide Concierge
- The opportunity to promote your business during sponsorship and participation of events/activities at the CitySide facility (by mutual agreement between business and CitySide)



Who Are These "CitySide Socialites"?

You'll know us by our keytags. CitySide residents will present this keytag when requesting a discount or incentive at your establishment. We ask that you offer the same discounts/incentives if a phone/web transaction is made as well (as long as our resident indicates that they are a "CitySide Socialite").



Other Details

- Participation in the program is completely voluntary. You can withdraw from participation at any time.



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Where Do I Sign Up?

We ask that you fill out the below (easy!) application in order to be considered for the program:

Business Name _____

Business Address _____

Business Website _____

Business Contact Person _____

Business Contact Tel # _____

Business Contact Email _____

What discounts/incentives can you offer our residents?

Please email completed application to: erichless@citysidesrq.com

Getting Started Checklist

- _____ Provide logo, business summary and website link to erichless@citysidesrq.com
- _____ Set-up CitySide discount button in your Point of Sale system (this is highly recommended for reporting and measuring the success of the partnership)
- _____ Train staff to look for the CitySide Socialites key-tags and apply discount offered
- _____ Let your staff know where CitySide is and why we decided to be friends. Organize staff visit to CitySide to see our digs in person.

