



Show Your Card & Save Freequently Asked Questions (FAQs)

What is the SYC&S Member Value Program?

The Show Your Card & Save Program was launched by AAA in 1993. AAA clubs contract with local and national businesses to promote exclusive partner savings and benefits to AAA Members. The program encourages customer loyalty, increases growth, sales, and revenue for partners and AAA.

How does the SYC&S Program work?

AAA Members (i.e. Members from the US and Canada as well as Members of affiliated motor clubs across the world (Europe, Mexico, and Korea)) simply show their Membership Card at the time of purchase and receive an exclusive AAA Member value benefit in the form of discounts, savings, and/or added benefits at participating businesses. No coupons necessary!

How does the SYC&S Program benefit the participating business?

- ✓ Gains exposure to millions of new customers, therefore, increasing client base, sales, growth and revenue.
- ✓ Increases store traffic, per transaction sales, repeat sales and builds customer loyalty.
- ✓ Provides cross promotional opportunities with one of the most recognized and respected brands in the world.

How many offices does CSAA have?

CSAA has over 100 Branch Offices and 4 Call Centers, covering a territory of Northern California, Nevada, and Utah. Forty-one (41) of our District Offices have full-service Travel Agencies.

How many members does CSAA have?

Currently, AAA has over 51 million Members. 4.3 million of those Members reside within Northern California, Nevada & Utah.

What opportunities are available to promote the SYC&S program at CSAA?

- ✓ Offer included on CSAA's Website (aaa.com)
- ✓ Occasional articles/editorials in VIA magazine





- ✓ AAA Discount partners are promoted in out magazine, VIA (circulation 2.8 million), Member newsletters (online and offline) and emails.
- ✓ Offer listed in CSAA's Show Your Card & Save? brochures which are customized by office.
- ✓ Offer visible in searchable database by all AAA Members.
- ✓ Partner locations appear in AAA Discounts iPhone application
- ✓ Distribute partners' flyers, materials, counter cards, and collateral to CSAA District Offices (space available basis)

How can the participating business promote the SYC&S program?

- ✓ Advertise in VIA magazine- special advertising rates are extended to partners.
- ✓ Include the Show Your Card & Save logo and member benefit in advertising efforts (e.g. TV, newspaper, radio, direct mail, Yellow Pages, and retail POS)
- ✓ Provide co-op funding for *Show Your Card* & *Save* promotional materials
- ✓ Display Show Your Card & Save Point of Purchase materials
- ✓ Participate in AAA Vendor Fairs and events, and provide materials, collateral,

Where Can I Get More Information On The SYC&S Partners?

Please visit the partner pages on our website (www.aaa.com/discounts).