**Promote Your Business During the Fix50 Highway Enhancement Project**

1. **Promote your Special Offer and you’re Open 4 Business on Fix50.com**

Caltrans welcomes businesses to advertise special offers and to show the public you’re open! A page on the on the Fix50 Highway Enhancement project website ([**Fix50.com**](https://www.fix50.com/)) is designed for businesses to promote themselves through a special offer during the closure.

*Examples:*

* ***Fix50 Special:***
	+ *Mention Fix50 and receive $1 off a combo meal; or*
	+ *Mention Fix50 and receive 10% off any custom order*
* ***Happy Hour Special:*** *Mention Fix50 and receive any appetizer 50% off from 4 to 6 pm from \_date\_ to \_date\_\_*

**FIRST:** Simply fill-out the following information about a business to get it uploaded on the promotion page.

|  |  |
| --- | --- |
| Name of Business: |  |
| Type of Business: (i.e. restaurant, hotel) |  |
| Physical Address:  |  |
| Phone number: |  |
| Web address: |  |
| Description of special deal or discount given? |  |
| Coupon *(optional)* | Is a physical coupon is required? Yes\_\_\_\_\_\_\_ No \_\_\_\_\_\_\_\_If "Yes" please include a copy of the coupon with this form. |

**NEXT:** Email the above information form, along with logos or printable coupons, to emily.rogers@sagentmarketing.com

1. **Connect Your Business to the Campaign Using Social Media:**

Connect with the Fix50 Highway Enhancement campaign on Facebook and Twitter! “Like” and “Follow” the Fix50 Highway Enhancement campaign with your business’ Facebook page and Twitter account, and the campaign will provide an @mention to promote your business and specials in a news-feed update and tweet. Following are links to the Facebook Page and Twitter account.

**Facebook**: (@Fix50WX) <https://www.facebook.com/Fix50WX> **Twitter:** (@Fix\_50) <https://twitter.com/Fix_50>