



## Promote Your Business During the Tahoe Roads rehabilitation Project

### 1. Promote your Special Offer on TahoeRoads.com

Caltrans welcomes businesses to advertise special offers on the Tahoe Roads project website: [TahoeRoads.com](http://TahoeRoads.com). A page on the site is designed for businesses to promote themselves through a special offer during the closure.

Examples:

- **Tahoe Roads Special:**
  - *Mention Tahoe Roads and receive \$1 off a combo meal; or Mention Tahoe Roads and receive 10% off any custom order*
- **Happy Hour Special:** *Mention Tahoe Roads 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 [Monica@sagentmarketing.com](mailto:Monica@sagentmarketing.com)

### 2. Connect Your Business to the Campaign Using Social Media:

Connect with the Tahoe Roads campaign on Facebook and Twitter! "Like" and "Follow" the Tahoe Roads campaign with your business' Facebook [www.fb.com/TahoeRoads](http://www.fb.com/TahoeRoads), and Twitter (@TahoeRoads) accounts, 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.



If you have any questions or difficulty, please call Monica at (916) 359-8316

