



## **California State University, Stanislaus Warrior Discount Program**

The Warrior Discount Program was conceptualized and developed by the Associated Students, Inc. of CSU Stanislaus with the goal of creating a program of mutual benefit for our students and the community of Turlock. The program will create a partnership and help further integrate the local community with the University community. The discount program will provide free targeted marketing for your business in exchange for a small discount to CSU Stanislaus students at your establishment.

### **California State University Stanislaus**

- -is one of the twenty-three campuses that form the California State University system (CSU). The CSU system is the largest system of higher education in the United States.
- -is spacious and beautifully landscaped, the 225 acre campus is located at the edge of the city of Turlock.
- -consists of a student body composed of more than 6,000 students, including over 800 students residing on or near campus.
- -has a diverse student population including over 90 international students from more than thirty countries.
- -has recently joined the national elite in the Princeton Review's "The Best 371 Colleges"
- -has a substantial economic impact on the surrounding community, as cited in the California State University Economic Impact report. This report highlighted the economic values of the California State Universities to communities statewide  
<http://www.calstate.edu/impact/stanislaus.shtml>

### **Associated Students Inc. (ASI)**

The Associated Students, Incorporated (ASI) of California State University, Stanislaus is the official voice of the students. We are an independent not for profit 501(c)3 auxiliary organization of the campus. Our mission is to serve the students of CSU Stanislaus in all matters pertaining to the quality of their education.

ASI is home to many student initiated and operated programs and services including Intramurals, Lap Swim, Aerobics, Homecoming, Warrior Day, and the Welcome Back Concert, just to name a few. For more information about ASI, visit <http://www.csustan.edu/asi%2Dusu/Pages/WarriorDiscount.php>

### **Proposal**

ASI will provide each business with targeted marketing and a unique discount program window poster identifying you as a student friendly supporter of the University. In return, ASI is requesting your support by providing CSU Stanislaus students with a discount upon presenting their University ID card.

### **Benefits**

#### **Businesses:**

- ASI will advertise involved businesses to the campus community via restaurant menus, flyers, posters, etc.
- A potential base of 6,000 active consumers
- A relationship developed between the students of CSU Stanislaus and the businesses of Turlock.
- Enhanced public relations. The businesses will be portrayed as supporters of students and the community as well as excellent establishments.

#### **CSU Stanislaus Students:**

- Freebies or discounts on food and services in the Turlock community.
- A supportive local community helps “Improve our Warrior Experience.”

In order to “Improve our Warrior Experience,” we hope to create a winning relationship between local Turlock businesses and the students of CSU Stanislaus. Both businesses and students would benefit from a discount program, and as a whole, it would unify the college with the community and ultimately advance Turlock’s progress towards becoming a college town.

If you would like to take part in the Warrior Discount Program, please contact us at 667-3815.

Respectfully Submitted,