
COUPONS – PROMOTIONAL USE

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Promotional use of Coupons

The April Admin. Management Committee meeting attempted to address this recurring issue and arrived at the following solution which we will try for 1990-91.

Effective from this date on the W.D.M. will not become involved in new promotions or renew existing promotions which involve coupons discounting general W.D.M. admission or which offer free admission. This applies to all types of coupons which apply to any of the four W.D.M. branch museums. There are still a few of these in effect (C.A.A.?) which will run until expiry.

Individual Museum Managers may however become involved in any type of admission coupon promotion which they wish on the following conditions:

1. Coupons must apply only to the particular W.D.M. involved.
2. The cost to the W.D.M. in terms of discounted admission fees or free admissions must be charged to the Branch Museum advertising budget with revenue transferred to Branch admissions.
3. A summary of each coupon promotion, complete with estimated costs, must be submitted to Gary Carlson at the beginning of the promotion.
4. The advantage of this approach is to eliminate the need for board approval or approval by the Executive Director since there is no direct loss of revenue or impact on the overall budget. It offers Managers additional scope for community involvement or creative promotion on a regional basis.