

A person wearing a grey hotel uniform and a white glove is opening a dark wooden door. The door is slightly ajar, revealing a blurred interior of a hotel room with a bed and a clock on the wall. The text 'It pays to stay!' is overlaid on the left side of the image, with a teal dot at the end of the sentence. Below the text is a teal rectangular box containing the website address.

It pays to stay!

VISITMISSISSAUGA.CA

It Pays to Stay. VisitMississauga.ca



Program Details:

- Book a 2 (or more) nights stay in Mississauga with any of the participating hotels and receive a \$100 VISA prepaid gift card, to spend while you are here!
- Visit www.visitmississauga.ca/paystostay to see the list of participating hotels
- Gift cards provided courtesy of Tourism Mississauga

Program Dates:

- Promotional Start Date: July 29, 2021
- Promotional End Date: January 31, 2022

It Pays to Stay. VisitMississauga.ca



Terms & Conditions:

- Valid for new bookings only, not valid for group bookings
- Guests must use promo code, at time of booking (i.e. Pays2Stay)
- Guests must book and stay between July 29, 2021 and January 31, 2022
- Specific hotel restrictions and black-out dates may apply
- Limit of ONE(1) gift card per stay / per room
- Please contact hotels for more details
- Gift card not to be used to pay for hotel stay
- See full Terms & Conditions www.visitmississauga.ca/paystostay
- Limited quantities, promotion available while supplies last
- See TruCash VISA pre paid gift card restrictions for more details
- Tourism Mississauga is not responsible for any lost or stolen cards

VISA Prepaid Gift Cards

- ✓ Three(3) different card designs! Dine. Shop. Play.
- ✓ Activation instructions are included with each gift card. Note: Gift cards are not pre-loaded.
- ✓ Gift Cards will come in a sealed card carrier, including instructions & balance checker app details!





Follow these easy steps to activate your new card:

1. Visit the website.
2. Enter your information.
3. Check your balance.
4. Your card is activated and ready for use. Enjoy!
5. Access your card on the go via the Visit Mississauga Balance Checker app.



Local benefits:



The Visit Mississauga Prepaid Card is issued by TruCash and powered by Visa®. This prepaid card is “loaded” with a certain amount of money and can be used to purchase items at local Mississauga Made retailers, businesses and restaurants across the city. Some restrictions apply.

mississauga
tourism

SUPPORT LOCAL Dine. Shop. Play

Welcome to Mississauga. We invite you to explore our beautiful city, and hope you will visit some of our local businesses while you are here. Simply activate your Visit Mississauga Prepaid Card, and let the adventures begin!

Activate your card Today!
visitmississauga.trucash.com



Things to remember when using your card.



- When using your card at any point of sale, cardholders must swipe the card through the terminal. Do not use as Chip or Tap.
- When selecting "account" select Credit Card, not Debit card.
- When purchasing gas, payments must be made in-store with the cashier. Please do not use your card to pay at the pump.
- If the purchase amount exceeds the balance available on the card, it must be processed as a split payment to avoid being declined.
- To make a split payment with your card, first let the merchant know in advance that you would like to split the payment and advise the merchant of the amount you would like applied against your card. You should be aware of the balance available on the card in advance of making a payment.

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Still need help?



We're here to help. Please contact us and we'll make sure you get the information you need.

HELP CENTRE

For the quickest answers to common questions go to visitmississauga.trucash.com/faqs

CALL US

1-800-624-6171
TruCash customer service representatives are standing by
(Mon-Sun: 9AM-5PM EST)

EMAIL US

Need additional assistance?
Please email us at service@trucash.com

It Pays to Stay. Toolkit

Toolkit includes:

- Sample Social Posts
- Social Images
- Campaign Assets

Campaign Account & Hashtags:

- [Visit Mississauga](#) (Facebook)
- [@VisitMississauga](#) (Instagram)
- [@VisitSauga](#) (Twitter)
- [Tourism Mississauga](#) (LinkedIn)
- #VisitMississauga
- #ItPaysToStay

Download the [Hotel Partner Toolkit](#) (Google Drive)

Sample Social Posts & Images

Facebook

- It pays to stay in Mississauga! Book a two nights (or more) stay with us and receive a \$100 Visa gift card to spend in the city! Learn more: <https://bit.ly/3hnBO6d>
- Did you know you can get paid to stay in Mississauga? Book two nights (or more) with us and receive a \$100 Visa gift card to spend during your stay! Learn more: <https://bit.ly/3hnBO6d>

Twitter

- It pays to stay in #Mississauga! Book a two night (or more) stay with us and receive a \$100 Visa #giftcard to spend in the city! Learn more: <https://bit.ly/3hnBO6d> #VisitMississauga #ItPaysToStay
- Did you know you can get paid to stay in #Mississauga? Book two nights (or more) with us and receive a \$100 Visa #giftcard to spend during your stay! Learn more: <https://bit.ly/3hnBO6d> #VisitMississauga #ItPaysToStay

LinkedIn

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- Did you know you can get paid to stay in Mississauga? Book two nights with us and receive a \$100 Visa gift card to spend! Learn more: <https://bit.ly/3hnBO6d>

Instagram

- It pays to stay in Mississauga! 🗝️

Book a two night (or more) stay with us and receive a \$100 Visa gift card to spend in the city! Click the link in our bio to learn more. #VisitMississauga #ItPaysToStay
- Did you know you can get paid to stay in Mississauga? 😊

Book two nights (or more) with us and receive a \$100 Visa gift card to spend during your stay! Click the link in our bio to learn more. #VisitMississauga #ItPaysToStay



Receive \$100 gift card spending money!



Receive \$100 gift card spending money!

Download the
[Hotel Partner Toolkit](#) (Google Drive)

Campaign Assets



Stacked



Horizontal



Website URL

Campaign Assets



Stacked



Horizontal

Fonts:

- Gotham Book
- **Gotham Bold**

Colour:



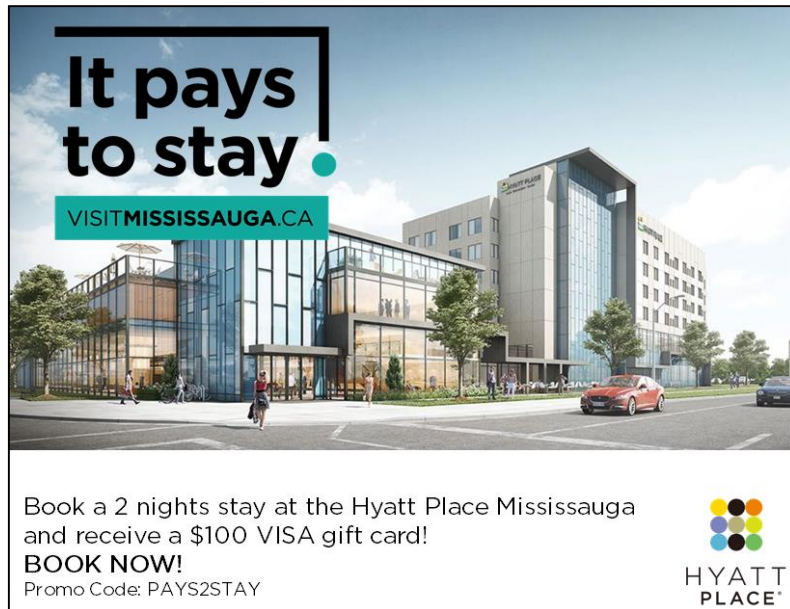
Color model: RGB ▼

Red: 0 ▲▼

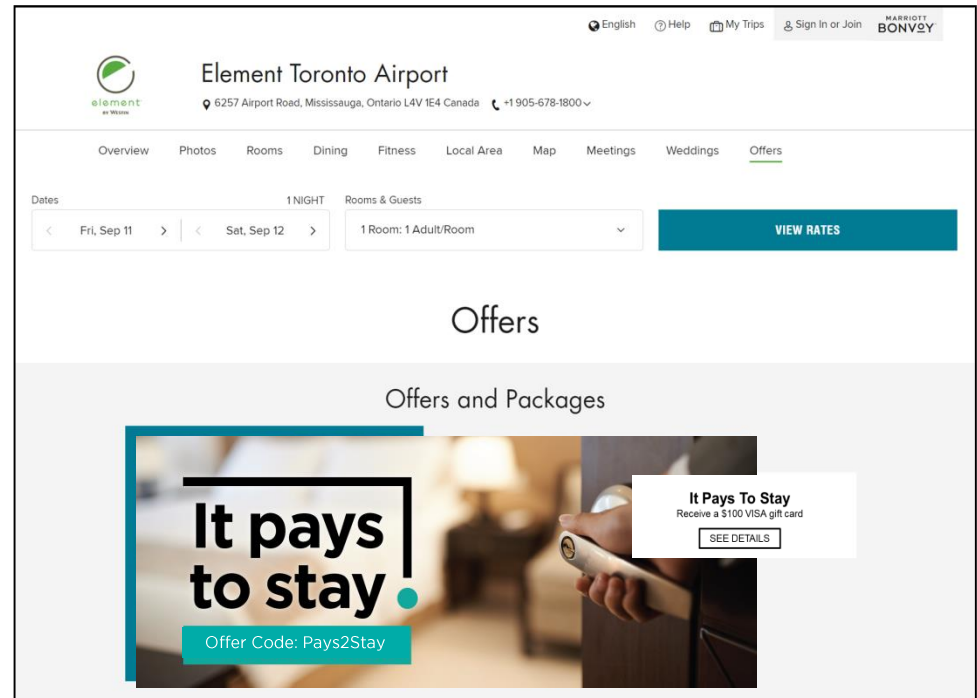
Green: 172 ▲▼

Blue: 168 ▲▼

Custom Applications – Hotel Examples



- ✓ Customize the image!
- ✓ Add your hotel details & property logo!!
- ✓ Link directly to your hotel promo page for bookings!!



- ✓ Add the creative to your hotel website!
- ✓ Add hotel specific details & promo code!



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Any Questions? Please contact:

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