



Dear Merchant,

The LIRR would like to invite you to join us in saying Thank You to our customers by participating in our MY LIRR LOYALTY program.

The new year has brought some exciting changes for the Long Island Rail Road's customer appreciation program. We are pleased to announce that our **MY LIRR LOYALTY program has been expanded to include ALL our customers, rather than only monthly ticket holders.** We hope that this development will give our 300,000+ customers an added incentive to take advantage of the special offers you would like to extend to them.

If you are interested in participating in this exciting program at no cost to you, here's what you need to do:

- Create an offer by scrolling down to the next page to fill out the Merchant Offer form and emailing it to LIRRSalesPromo@lirr.org.
- Honor your offer when a customer presents a valid LIRR ticket.

Approved offers will be posted on the MY LIRR LOYALTY website mta.info/lirr/mylirrloyalty. Our social media and digital marketing efforts which include advertisements in our stations will drive customers to our website, where they can browse through dozens of exclusive offers from local merchants like yourself!

We're committed to helping local businesses thrive while saving money for our loyal customers during these trying times and look forward to welcoming you aboard!

Best Regards,

MY LIRR LOYALTY Team

*All offers will be viewed and approved offers will be confirmed by email.

MY LIRR LOYALTY



Merchant Offer

What products/services does your business offer?

Name of Business: _____

Business Address: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____ Website: _____

Nearest LIRR Station: _____

Merchant Offer Information

Offer Period _____

Please email completed form to LIRRSalesPromo@lirr.org

Describe Your Merchant Offer:

Are there any restrictions/limitations to your Merchant Offer? Yes/ No (circle one):

If yes, please describe.

LIMITATION OF LIABILITY

Your selection to participate in the LIRR Customer Appreciation program does not create any contractual relationship with LIRR. LIRR may terminate this program at any time in its sole discretion without notice. If you are accepted as a participant in the LIRR Customer Appreciation Program, but choose not to participate, please notify us by email immediately at LIRRSalesPromo@lirr.org

All approved offers will be confirmed by email.

