

Referred Guest PROGRAM



At the Rushmore Plaza Holiday Inn, we recognize that our success is the result of you and your patronage as our guest. One of our greatest strengths in building new business is from your referrals & we want to show you our appreciation.

We are excited to introduce our Referred Guests Program: designed to thank you when you bring new business to our hotel.

Referral opportunities include:

- A business you are part of holds meetings, conferences, or group parties that will make use of meeting rooms and or sleeping rooms.
- Friends, clients, or business partners who travel and need sleeping accommodations.
- A friend or family member is hosting a themed event such as a reception, baby shower, pregame party, or reunion.

Refer someone who books a room block of 10 or more sleeping rooms and receive a gift card in the amount of 3% of the revenue generated, excluding taxes and fees, up to \$300.

Receive a \$50 gift card for every new business account established from your referral that has accumulated 50 sleeping rooms and \$200 for those business leads once they have accumulated 300 sleeping rooms.

Begin receiving rewards by filling out the Referred Guests Program Form on the next page, or by contacting our director of sales, Cheryl Gabert, directly at: 605-399-3037 or cheryl.gabert@rushmoreplaza.com

Rushmore Plaza Holiday Inn

505 North Fifth Street
Rapid City, SD 57709

605-348-4000

FAX: 605-348-9777

www.rushmoreplaza.com

**We want to share our promise to provide
an excellent guest experience with the people you care
about and do business with.**

Referrals are those business leads generated outside the active solicitation by associates of the Holiday Inn. A lead is defined as a newly contracted definite booking and is eligible for payment to the referrer once payment has been received by the group contracted. All referrals must be documented on the Referred Guest Program Form prior to the Rushmore Plaza Holiday Inn receiving information on potential business from the group. Any leads (referrals) will be submitted to the General Manager or Director of Sales of the Rushmore Plaza Holiday Inn, who will verify that the referral qualifies as a lead, and when approved, will acknowledge its qualification by signing off on the Referred Guest Form. In the event more than one referral is submitted for one business or group, the submitter of the first Referred Guest Form received will be awarded payout.



RUSHMORE PLAZA HOLIDAY INN
Referred Guest
PROGRAM FORM
Holiday Inn

Date:

Your Information :

Name:	Phone:
Address:	
City:	State:
Email:	

Please complete the following with as much information as you have about your referral:

Group/Company Name:	
Contact Name:	Phone:
Title with Company/Group:	
Address:	
City:	State:
Email:	

Select Referral Category (one or both): Group Room Block Negotiated Corporate Business

Dates Requested:	Alternate Dates:
Event Type:	
Meeting Space Needs:	
Additional Comments:	

Please complete this form and submit to email: cheryl.gabert@rushmoreplaza.com or fax: 605-399-3669

Approval:-----Below Is For Purposes of the Rushmore Plaza Holiday Inn: -----

Cheryl Gabert, Director of Sales and/or Sherry Beck, General Manager
*this form is only valid once signed by an approver

Date Contract Signed:	Total Room Nights Actualized:
Amount of Referral Fee:	
General Manager Approval:	Today's Date: