



## Toyota New Owner Celebration Enrollment Form

Fax To: **Toyota New Owner Celebration Event Program Headquarters**

Fax #: **248-728-6902**

Date: \_\_\_\_\_

Changes must be received by Program Headquarters by the **FIRST DAY** of the month **PRIOR** to your event month (i.e. If your event is in April, changes are due March 1). If you have any questions or need assistance, please feel free to contact Program Headquarters at 800-783-2021.

Number of pages including this cover page: \_\_\_\_\_ (please indicate)

From: \_\_\_\_\_

Name

Dealership

Dealer Code



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1. **Event Coordinator:** The Event Coordinator is the primary contact at your dealership for the program.  
Toyota Dealer Code \_\_\_\_\_

Event Coordinator \_\_\_\_\_ Title \_\_\_\_\_

Phone Number (\_\_\_\_) \_\_\_\_\_ Fax Number (\_\_\_\_) \_\_\_\_\_

E-mail Address \_\_\_\_\_

Website Address \_\_\_\_\_

2. **Dealership Information:** Please provide the information as you would like it to appear on your invitations.

Dealership Name \_\_\_\_\_

Event Location \_\_\_\_\_

City, State, Zip \_\_\_\_\_

RSVP To \_\_\_\_\_

RSVP Phone (\_\_\_\_) \_\_\_\_\_ Extension \_\_\_\_\_

RSVP Email Address \_\_\_\_\_

Check here to receive a sample invitation at your dealership for every event.

3. **Event Options**

**Event Duration:** How long is your event? \_\_\_\_\_ (please enter the time in minutes, i.e. 30, 60, etc)

**Type of Toyota Vehicle Owners** that should receive an invitation:

New  Used  New and Used

**Maximum number of invitations to be mailed for this event** \_\_\_\_\_ or

**No limit on invitations.** Invite ALL of my eligible customers.

Do you want to **allow your invited customer to bring a guest?**

Yes  No

Use **WYO (Write Your Own) Invitation**

Yes  No (please include typed copy of message with this form)

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### 3. **Event Options** (continued)

**Special Offers:** Choose at least one (1) and up to three (3) the of following lines to be added to each invitation.

- Receive a Free Car Wash Night of Event!
- Receive a Free Oil Change Certificate just for attending!
- Get a FREE Car Wash and Oil Change Certificate!
- Optional special message 1 (52 characters maximum including spaces and punctuation)  
\_\_\_\_\_
- Optional special message 2 (52 characters maximum including spaces and punctuation)  
\_\_\_\_\_

#### **Optional Invitation Messages**

Choose up to two (2) of the following lines to be added to each invitation. These messages are not required.

- Meet our highly trained technicians who will service your Toyota.
- Receive discount coupons and enter to win valuable raffle prizes.
- Other optional invitation message (52 characters maximum including spaces and punctuation)  
\_\_\_\_\_

#### **Refreshment Options**

Choose an option from below.

- Dinner (Start Time \_\_\_\_\_ PM)
- Refreshments served
- Hors D'oeuvres
- None
- Other optional refreshment message (52 characters maximum including spaces and punctuation)  
\_\_\_\_\_

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### 3. Event Options (continued)

#### **Re-Invite Your Customers!**

*Customers who did not attend New Owner Celebration events listed "Inconvenient Time" as their most frequent reason for non-attendance. Re-invite your customers and give them another opportunity to attend your event and meet your staff!*

By selecting this option, any customer who did not attend your New Owner Celebration Event will be automatically re-invited to your next event based on the re-invite schedule below.

Customers that need to be re-invited will be determined based on dealer submitted attendance information. If attendance information is not submitted, your entire list of customers will be re-invited to your next event as outlined by the re-invite schedule below. There will be a lag between events to allow dealers time to provide their attendance information.

Based on frequency of events the re-invite schedule is as follows:

- **Monthly or every other month events?** Customers will be re-invited two months later. Example: A customer who was invited to a September event and did not attend would be re-invited to a November event.
- **Quarterly events?** Customers will be re-invited three months later. Example: A customer who was invited to a September event and did not attend would be re-invited to a December event.
- **Infrequent events?** The system will only go back up to four months to re-invite customers.

#### **Trainer/Professional Facilitator for *New Dealers Only***

Please indicate if you wish to have an Event Trainer/Professional Facilitator for your **first** New Owner expense. *Cancellations less than 30 days prior to an event will result in a cancellation fee of \$1500.*

Yes, I would like to have a facilitator at my first event.

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### 4. Event Dates and Times

Monthly events are recommended for dealers with new/used vehicle sales of 125 vehicles or more, and every other month events for dealers with sales of less than 125 per month. We recommend a consistent day of the week be established for your event (i.e., the 2nd Tuesday of every month). Invitations are \$1.17 before co-op, which includes 1<sup>st</sup> class postage, and just \$.585 after co-op, subject to fund availability.

Event Months	When (Day, Date)	Starting Time (AM/PM)	RSVP Date (only needed if you want an RSVP date)	Special RDR Range* (only needed if you want a range other than the default)
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

*\*The RDR range for your event is automatically determined. The program will invite all customers since your last event, up to 90 days. To select a different RDR range, please indicate so under the Special RDR Range column. For your very first event, you may choose up to 6 months of RDRs.*

Would you like to print up to three future event dates on the invitation?  Yes  No  
If so, how many additional events dates would you like to print (1-3)? \_\_\_\_\_



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**5. Program Costs and Authorization**

I authorize Toyota Motor Sales, Inc. to charge my Parts Account for the cost of the program, and for any other program options ordered. Toyota reserves the right to increase postage charges due to United States Postal Service rate increases.

\_\_\_\_\_  
Authorized Dealership Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Printed Title

\_\_\_\_\_  
Date

**Event Cancellation Policy:** All cancellation requests or changes must be submitted to Program Headquarters by the FIRST DAY of the month PRIOR to your event month (i.e. If your event is in April, cancellations and changes are due March 1). A fee of \$250 will be billed for any late cancellations and changes that were submitted after the deadline, but before invitations have been printed. After invitations have been printed, a late fee of \$250 plus the total cost of the printed invitations will be billed for late changes and cancellations.