



NEW IN 2019: MAX Benefits

Starting early this year, MAX will be offering MAX Benefits, a new program for dues-paying MAX members. It will allow MAX members, local merchants and service providers to offer special benefits – such as discounted prices, special offers, et al – to MAX members.

Outreach to over 400 SF businesses asking them to participate started in early January. As business join the program, they will be added to our master list of service providers. Each participant, their offer(s) and guidelines to secure your offer will be offered through an exclusive MAX member-only portal that can be easily accessed through your MAX member account on the maxsf.org website.

Initial participants in the program include the following:

- SHN
- Smuin Ballet
- New Conservatory Theater
- Craig Pavlich (ticket aggregator)
- Travel by Flair

If you would like to participate in the MAX Benefits program for your business, please email concierge@maxsf.org. Examples of benefits you might provide are as follows:

- Free products or services
- Free or low-cost “sampler” (e.g., free 15-minute massage, free 15-minute consultation)
- Discounted products or services (e.g. specific dollars or percentage off; up to \$X off, et al)
- Discounted products or services tied to a specific dollar purchase amount (e.g., 20% off for all purchases over \$50)
- Timed discounts (e.g., time of day, week or year; examples: 10% off drinks between 5-7pm, 15% off services between Wednesday-Friday, et al)
- Free or discounted product/service after X purchases (e.g., one free X after 5 purchases))
- Certain fees waived (e.g., processing fees waived, etc.)
- Complimentary X when paying for Y (e.g., a complimentary hand massage when having a manicure, et al)
- Exclusive MAX member pricing
- Special access or invitations to special events
- Low price guarantee (e.g., guaranteeing lowest price of other products or services available in the area)

