

**Appendix A**  
**INTERAGENCY PASS MARKETING POLICY**  
October 2016

**The following Marketing Policy is for the America the Beautiful – National Parks and Federal Recreational Lands ANNUAL Pass only.**

The Decal, Senior and Access passes, as well as the Free Annual Pass for Military, all require proof of eligibility and have sales and issuance restrictions. These passes and the Decal may only be sold or issued by designated Federal personnel.

**A. BACKGROUND**

The Federal Lands and Recreation Enhancement Act (REA) allows the government to establish sales and marketing relationships with “Retail Vendors” as a convenience to customers. The following policy ensures that all participating agencies manage and market Retail Vendor relationships consistently on one of two levels:

1. “Local” - Field, regional, or state office/site level, **OR**
2. “National” level - Interagency Pass Program Office

The size, location and scope of the Retail Vendor partner will determine whether the partnership is managed at the Local or National level. Administrative manageability, cost effectiveness, and the need to balance Central Sales with field site sales are taken into consideration when reviewing potential new partners.

**B. GENERAL GUIDELINES FOR BOTH LOCAL AND NATIONAL RETAIL VENDOR PARTNERSHIPS**

1. The Retail Vendor must not be in litigation with any Department of the Interior (DOI), Department of Defense (DoD), US Department of Agriculture (USDA) agency and must not have had any criminal convictions.
2. All Annual Passes will be sold to the public for \$80, (except as provided for in Section D.2.b.x); no discounting permitted.
3. An agreement will be required for each Retail Vendor partner, allowing for government revocation or non-renewal based upon changes to legislation.
4. Agencies and individual recreation sites may use their own agreements as appropriate, following the parameters and business rules in this guideline.
5. Retail Vendors must validate (punch with an expiration date) passes at the time of sale.
6. Retail Vendors are required to purchase and use a 1/8” hole punch.
7. All agreements shall include a clause that reserves the right to require advance review of any advertising, publicity or other material prepared by Retail Vendors for any national or regional promotional campaign for public distribution. In so far as the material reflects upon the Federal agencies or bears agency logos or trademarks, such right of approval shall also be based on whether the material properly reflects agency missions; conveys an educational message; promotes appropriate and responsible behavior at

Federal recreation sites and/or encourages continued public support and preservation of public lands.

8. The National Pass Program Office will review all National Retailer web pages that reference the Annual Pass before they go live to assure that information is accurate.
9. No product or service endorsement will be allowed when a pass is sold.
10. Name Capture: The recording of a customer's personal information in a database for later use by the Retail Vendor may only be allowed with National level agreements. Name capture will be subject to compliance with the Systems of Records Notice, and the Privacy Act.
11. "Value-add" Promotions (passes packaged with other appropriate items), are allowed as long as the value of the package exceeds the price of the pass (i.e. a retailer packages a night in a hotel room with a pass and sells the package for \$159, or retailer offers a pass for free if a customer purchases \$300 in merchandise from the retailer) and the add-on item(s) meets the other requirements of these guidelines.
  - a) All promotional materials will be subject to review and written approval by the managing office.
  - b) The Retail Vendor must absorb all costs of the value-add items, and all additional fulfillment costs.
  - c) Items added with the Annual Pass must be appropriate for all audiences such as single use cameras, phone cards, certificates for discounts at hotels or retailers, wildlife calendars, etc.
  - d) Items added to the Annual Pass must be clearly disclosed as being added by the Retail Vendor, and must not imply any approval or endorsement by the government
12. International Retail Vendors approved by the National Pass Program Office are permitted to sell the pass.
13. Refunds will not be issued to Retail Vendors for unsold passes, however, there is an exchange program (see following section).
14. Previous year's passes may not be sold (i.e. 2016 passes cannot be sold after December 31, 2016.)
15. Retailers must allow up to 2 weeks for delivery of orders.

### **C. EXCHANGE OF STOCK**

1. Local Retail Vendors will conduct any stock exchange transactions directly with the Federal Recreation field site.
2. National Retail Vendors will exchange stock directly with USGS.
  - a. National Retail Vendors will be assessed a cost recovery fee as indicated in their agreement.
3. The exchange policy will be reviewed annually and may be modified or terminated if accountability and manageability problems arise.
4. Only active Retail Vendors with a valid agreement for the following year can exchange stock from the preceding year. (i.e. In order to exchange unsold 2016 inventory for an equal amount of 2017 inventory, the Retail Vendor must have a valid agreement for 2017. If a Retail Vendor does not have a valid partner agreement for 2017, the Retail Vendor will not be permitted to return or exchange any unsold 2016 inventory).

5. One exchange will be allowed per agreement per calendar year. If a Retail Vendor has more than one sales outlet, the Retail Vendor is responsible for combining all stock into one return. Additional returns from a Retail Vendor will not be processed.
6. All Annual Passes for each calendar year must be received for exchange no later than March 30 of the next calendar year. Returns received after March 30 will not be exchanged.
7. Retail Vendors must properly record and account for all serial numbers of pass stock included in the return shipment. Stock that is submitted without proper documentation will be returned to Retail Vendor.
8. In years where there is no change or a decrease in pass price, returned passes will be replaced one-for-one with current year stock. (i.e. 2016 passes will be replaced with 2017). If the price of the pass increases, Retail Vendors will be responsible for remitting the difference between the price of the old and new passes.
9. If Congress terminates the Pass Program refunds will not be provided. If Congress *changes* the program, exchange options may be possible.

## **D. MANAGEMENT LEVELS OF RETAIL VENDOR RELATIONSHIPS**

### **1. LOCAL - Field or State/Regional Office**

#### **a) General Guidelines**

- i) Field sites and Regional/State offices will be responsible for administering Local Retail Vendor relationships. Local Retail Vendors are generally within a 10-25 mile radius of a recreation site, have an established relationship, and *generally* sell fewer than 100 passes per year.
- ii) Retail Vendors operating under a Local agreement/instrument may not offer passes for sale on their website as this competes directly with Interagency Central Sales.
- iii) Local Relationships are classified into three types:
  - “Local Retailer(s)”
  - “Partner Groups” (Friends/Coops/Concessions)
  - “One-time Promotion” or “Incentive Programs”

#### **b) Local Retailer(s) - Specific Guidelines**

These are businesses that do not have a formal cooperative agreement/instrument or concession contract and could include stores, theaters, hotels, restaurants, outfitters and other businesses that operate in close proximity to a recreation site.

- i) Passes will not be consigned to Local Retailers.
- ii) Agencies may offer Local Retailers the opportunity to purchase passes at a wholesale rate (10% discount).
- iii) Payment is due at receipt of passes.
- iv) Minimum order is 5 passes.
- v) Unsold passes may be exchanged. See Section C, GENERAL GUIDELINES - EXCHANGE OF STOCK.
- vi) Passes must be ordered through the affiliated recreation site.

- vii) Shipping/handling and fulfillment costs for Local Retail Vendor inventory may be assessed.
- viii) It will be the responsibility of the Federal recreation site administering the Local Retail Vendor agreement/instrument to account for pass stock and report revenue and sales.

c) **Local One-time Promotion or Incentive Program - Specific Guidelines**

A local One-time Promotion or Incentive Program is one that allows the sale of passes to organizations, corporations, public relations firms, or other non-commercial groups for small local promotions or contests.

- i) Agencies may offer partners the opportunity to purchase passes at a wholesale rate (10% discount).
- ii) Passes will not be consigned.
- iii) Payment is due at the receipt of passes.
- iv) Promotions must reflect the value of the pass as \$80.
- v) Passes must be requested through affiliated recreation site.
- vi) Unsold passes may be exchanged. See Section C, GENERAL GUIDELINES - EXCHANGE OF STOCK.
- vii) The minimum order is 10 passes.
- viii) The Partner must convey pass rules and benefits as part of the promotion, and must not misrepresent the rules in advertisement material.
- ix) No government services may be packaged with the pass as part of the raffle, giveaway, or prize, except as stated on the pass.

**2. NATIONAL - Interagency Pass Program**

a) **General Guidelines**

To maintain equity among the agencies and field sites, larger Retail Vendors with outlets in more than one state, or a headquarters office in one state that manages business on a national or regional level, or that sell passes through an internet site, are required to work with the National Pass Program Office.

Sales of passes through the official pass program fulfillment provider (USGS) are considered Central Sales. Revenue generated through Central Sales is used to develop, produce, market, and fulfill passes and collateral materials for the entire Interagency Pass Program.

b) **National Retailer**

National Retailer(s) include national chain stores, tour operators, and other businesses that operate on a national scale. Examples include: REI, Cruise America, GI Joes, Dick's Sporting Goods, Travelocity, etc.

- i) All passes must be ordered from the national fulfillment provider (USGS).
- ii) Passes will not be consigned to National Retailers.
- iii) National Retailers purchase passes at a wholesale rate (10% discount).

- iv) Payment is at time of receipt of passes.
- v) Passes may be sold via the National Retailer's website (see "Online Store" section below).
- vi) The minimum order is 10 passes.
- vii) Unsold passes may be exchanged. See Section C, GENERAL GUIDELINES - EXCHANGE OF STOCK.
- viii) Shipping/handling from the fulfillment provider will be paid for by the National Retailer.
- ix) USGS will not accept returns, or issue refunds, for passes sold by National Retailers. If returns are permitted by National Retailer then the National Retailer will absorb the costs of the returned passes.
- x) Passes must be sold for \$80, however the National Pass Program Office may, in some limited circumstances, authorize a retailer to sell the pass for any amount between \$79.95 and \$80.05, if a vendor presents a compelling case, in writing, to the pass office.

### **National Retailer – Online Store**

- i) National Retailer must clearly display the following on their website:
  - Your Annual Pass covers Entrance Fees or Standard Amenity Fees (Day Use Fee) at sites managed by USDA FS, NPS, FWS, BLM, Reclamation and US Army Corp of Engineers.
    - Valid for one full year from month of purchase.
    - Provides entrance or access to pass owner and accompanying passengers in a single, private, non-commercial vehicle at Federally operated recreation sites across the country.
    - Covers the pass owner and three (3) accompanying adults age 16 and older at sites where per person entrance fees are charged. No entry fee for children 15 and under.
    - Photo identification may be required to verify ownership.
    - Passes are **NON-REFUNDABLE, NON-TRANSFERABLE, and CANNOT BE REPLACED IF LOST OR STOLEN.**
    - Fees vary widely across the thousands of Federal Recreation sites. Please contact specific sites directly for information on what is or is not covered.
- ii) To ensure that customers purchasing a Pass are not eligible for the Senior or Access Pass, or the Free Annual Pass for Military, thereby avoiding potential customer service problems, the online store must display the following statement and hyperlinks:

"The pass (passes) available on this website is (are) just one (a few) of many options. If you are a U.S. citizen or permanent resident age 62 or older, have a permanent disability, or an member of the U.S. Military, visit [Recreation.gov](http://www.recreation.gov) (LINK)(<http://www.recreation.gov/marketing.do?goto=/ATBPass/America%20the%20Beautiful%20Pass%20Series.html>) to find out about discount passes you may qualify for.

xii) National Retailer must also post the following disclaimer:

"This is not an official U.S. Government website. **Company** is an authorized reseller of the *America the Beautiful - the National Parks and Federal Recreational Lands Annual Pass*. "

- xiii) National Retailer will charge appropriate shipping and handling fees on all orders. For an individual Annual Pass sale, domestic shipping and handling fees shall not exceed \$10.00 for standard delivery, and shall not exceed the actual shipping cost plus a \$10 handling fee for expedited deliveries.
- xiv) National Retailer will provide a customer service e-mail address and/or telephone number on the purchase confirmation page. National Retailer will respond to all customer inquiries/complaints within 2 business days.
- xv) National Retailer must display the current year image of the Annual Pass.
- xvi) National Retailer will fulfill all orders within 5 business days.
- xvii) Customers who order a Pass and **do not** receive their Pass prior to departing on the trip which they plan to use the pass, shall be refunded the purchase price by National Retailer, provided that the pass returned is unused/unsigned. National Retailer may exchange a returned pass for a new un-punched pass through the National Pass Program Office.
- xviii) National retailer will punch all passes with the current month until five business days from the end of the month, then the next month will be punched.

**c) National One-time Promotion or Incentive Program -- Specific Guidelines**

A National One-time Promotion or Incentive Program is one that is offered by large corporations or public relations firms such as American Express, Loyalty Innovations and others.

- i) Passes will not be consigned for National Promotions.
- ii) National Retailers offering a National Promotion purchase passes at a wholesale rate (10% discount).
- iii) Payment is due prior to receipt of passes.
- iv) Promotions must reflect the value of the pass as \$80.
- v) Pass orders must be placed through the official fulfillment provider (USGS).
- vi) Unsold passes may be exchanged. See Section C, GENERAL GUIDELINES - EXCHANGE OF STOCK.
- vii) The minimum order is 10 passes.
- viii) The Retail Vendor must convey pass rules and benefits part of the promotion, and must not misrepresent the rules in advertisement material.
- ix) No government services may be packaged with the pass as part of the raffle, giveaway, or prize, except as stated on the pass.

**E. MISCELLANEOUS**

In some cases a retail Vendor may have more than one agreement. An example would be a cooperating association that has a local agreement with a field site to sell passes at that site through their bookstore and a national agreement for their web sales. Existing locally managed agreements between recreation sites and regional or national retail Vendors may continue to be

managed locally upon review and approval by the National Pass Program Office. There must be no apparent conflict with other national retail Vendor partnerships.