How do I join?

Joining the UMAPA Vendor Discount Program is fast and easy. Simply contact the Office of Parent Services. We’ll send you a vendor discount agreement form which you will complete, sign, and return to us. The agreement is valid for one year (September 1 through August 31 of each year). We must receive your agreement form each May to include you in the calendar for the following year, but you can join anytime.

How can I contact the Office of Parent Services?

We can be reached Monday through Friday from 8:30 a.m. – 5 p.m. at the following:

5 Arnold House
715 North Pleasant Street
UMass Amherst
Amherst, MA 01003-9304
413-577-4444 (Phone)
413-545-9631 (Fax)
umassparents@umass.edu
www.umass.edu/parents/umapa/vendors

2014-2015 UMAPA PARTNERS
• Allen House • Amherst Inn • Atkins Farms Country Market • Bodies in Balance Massage Therapy • Bruegger’s Bagels • Central Rock Gym in Hadley • Delivery Express • Don Muller Gallery Inc. • Emily Dickinson Museum • Enterprise Rent-A-Car • Eric Carle Museum • Fine Arts Center • GoBerry • Hannoush Jewelers Giftology (Hampshire Mall) • Hotel UMass • Joseph Kushick Photography • Midas of Hadley • Muddy Brook Drafts • Naismith Memorial Basketball Hall of Fame • North Amherst Motors, Inc. • Potter’s Auto & Truck Rental, Inc. • Rafters Sports Bar & Restaurant • Route 9 Diner • The Blue Marble • The Laundry Club • The Pub Restaurant • UMass Club • UMass Department of Music & Dance • University Club & Restaurant

Vendor Discount Program
About UMAPA
The University of Massachusetts Amherst Parents Association (UMAPA) is a partnership between the UMass Amherst Office of Parent Services and the parents and families of undergraduate students. UMAPA supports families in strengthening their undergraduate student’s education, development, and success from orientation through graduation. Through UMAPA programs and communications, families learn about campus initiatives, resources, and activities; stay involved in their student’s campus life; and connect with the greater Amherst community.

Overview of UMAPA Vendor Discount Program
Founded in 2010, UMAPA partners with area businesses to offer small discounts to families of undergraduate students. Families visit the Amherst area throughout the year to pick up and drop off students and to attend programs such as New Students Orientation, Move-in Day, and Family Weekend. Families appreciate the discounts and make an effort to support local businesses who offer them.

How does it work?
UMAPA is a flexible program tailored to your business’ needs. As a new partner, you determine the discount you wish to offer. Vendors may modify their discount from year to year; we ask only that you notify us in advance if you plan to change or cancel your discount offer.

Is there a fee?
No. Aside from the value of the discount you provide, there is no cost to participate in the UMAPA Vendor Discount Program.

What are the benefits?
As a UMAPA partner, you will benefit from greater student and family awareness of your business, contributing to increased profitability and sustainability.

UMAPA offers unique marketing opportunities and visibility for your business. We will:
• List your business in the UMass Amherst Parents Calendar (mailed each year to over 20,000 undergraduate students’ home addresses).
• Feature your business on Facebook through the Vendor/Merchant of the Week post.
• Mention your business at Family Weekend, New Students and Parents/Family Orientation, and Move-in Day.
• Encourage families to visit your business when they are in town.
• Promote your business discount on the Office of Parent Services’ website.