



# NATIONAL UNIVERSITY Alumni Affairs Office

## PARTNERSHIP AGREEMENT

between

**NATIONAL UNIVERSITY ALUMNI AFFAIRS OFFICE (NUAAO)**

and

**NURTURE WELLNESS VILLAGE**

This Partnership Agreement is entered into by and between the **National University Alumni Affairs Office (NUAAO)** and **NURTURE WELLNESS VILLAGE** as of November 15, 2024, with the overarching goal of creating a mutually beneficial partnership that spans alumni engagement, career development, and promotional endeavors.

### Terms of Agreement:

#### A. Exclusive Alumni Discounts

The Alumni Card Partner agrees to offer exclusive benefits and discounts to National University alumni who present their valid Alumni ID. The promotion is open to all National University alumni for the duration period stated in this agreement.

<b>Benefit/Discount:</b>	<p><b>Package 1: Overnight Perks at Nurture at Special Package Rate of P5,000.00</b></p> <ul style="list-style-type: none"> <li>• Ecotherapy</li> <li>• Farm Tour</li> <li>• Movement and breathing exercise: Tai Qi Going</li> <li>• Breakfast meal from The Farmers Table</li> <li>• Overnight stay in one of our Superior Garden View Room</li> <li>• Healthy juice and coffee roasting demo</li> </ul> <p><b>Package 2: Spa</b></p> <ul style="list-style-type: none"> <li>• 20% off on all spa services from Monday to Thursday except long weekends, holidays and special dates if spa services are booked at 9:00AM, 11:00AM, and 1:00PM</li> </ul>
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<b>Redemption Process and Terms</b>	<ul style="list-style-type: none"> <li>• Prior reservation is required and shall be made two (2) weeks ahead of the preferred stay date.</li> <li>• All reservations are considered tentative until Nurture Wellness Village receives the full payment</li> <li>• The booking made is non-refundable &amp; cannot be modified</li> </ul>
<b>Exclusions:</b>	Discount may not be availed in conjunction with other existing promos. (Senior Citizen and PWD Discount)
<b>Promo Period</b>	November 18, 2024- November 18, 2025

## B. Promotional Activities

### B1. On-Campus Visibility

Strategic placement of display posters across National University campuses will ensure high visibility and brand recognition.

### B2. Co-Branding and Marketing

Alumni Card Partner and NUAAO will collaborate on joint marketing and branding initiatives, including

- **Logo Placement:** Alumni Card Partner logo will be included in NUAAO’s marketing materials and vice versa.
- **Social Media Promotion:** Joint social media campaigns to promote the partnership and its benefits to alumni.
- **Email Marketing:** Collaborative email campaigns to reach a wider audience of NU alumni.

### B3. Product Sampling Opportunities

Alumni Card Partner will have the opportunity to conduct product sampling during the NU alumni events, allowing direct interaction with alumni and fostering brand awareness.

### B4. Jointly Organized Seminars and Workshops

Alumni Card Partner and NUAAO will collaborate to organize seminars, workshops, and other events focused on topics of mutual interest to the alumni community.






**NATIONAL UNIVERSITY**  
**Alumni Affairs Office**

**IN WITNESS WHEREOF**

The parties hereto have executed this Partnership Agreement as of the date first above written,

  
**Ronnet B. Altuna, MAEd**  
*Director, NU Alumni Affair Office*  
National University, Phils.

  
**Samantha Lucas**  
**Marketing Manager**  
Nurture Wellness Village

