

## Gold Partner Onboarding and Terms

**The Gift Club** is a marketing and events solution helping our clients grow by increasing brand awareness and visibility to our worldwide audience.

Working with The Gift Club means your brand, products, and capabilities will be promoted via a mix of marketing activities to a very targeted audience

You have chosen to be a **Gold** partner of The Gift Club – congratulations!

A full explanation of the plan features can be found [here](#).

A vertical graphic with a gold top and bottom section and a blue-to-green gradient middle section. The top gold section contains the text 'Brand Awareness'. The middle section contains the price '£1500 p/a' and a list of benefits: 'Listing in business directory', 'Company bio featured in 1 x newsletter', '1 x long form feature in newsletter', '1 x press release', '"The Little Handshake" virtual networking invitations', 'Regular social media promotion', and 'Discounted tickets to "The BIG Handshake" events'. The bottom gold section contains the text 'Gold'.

**Only companies who offer the following services and / or are solution providers / vendors to such markets are permitted to be a partner of The Gift Club:**

|                                |                               |  |
|--------------------------------|-------------------------------|--|
| Retail Gift Card Program       | Staff Incentives              | CLO – Card Linked Offers               |
| Consumer Loyalty Marketing     | Travel Incentives             | Prepaid Cards                          |
| Employee Engagement Technology | Loyalty Cards                 | Card Processor                         |
| Loyalty Consultants            | Gift Card Manufacturer        | Trade Associations                     |
| Promotions and Prizes          | Loyalty Programs              | Staffing & HR services to the industry |
| Travel & Events                | Gift Card Fulfilment          | Legal Services to the industry         |
| Reward & Recognition           | Reward Platforms              | Retail Establishments                  |
| Gift Card Consultants          | Marketing                     | Consumer Brands                        |
|                                | Digital Gift Card Aggregators |  |

To begin, we need to create your business listing in our Partner Directory on our [website](#). There are three sections to your listing:

- Business Description
- Products and Services
- Why Us

To ensure your listing looks good and is found by google search, please can you send us the following:

- A high-res logo (282px x 150px)
- A high-res feature image (1200px x 628px)
- A promotional video MP4 link to upload from Vimeo or YouTube (optional)
- A short paragraph about what your company does (250 words - 300 words)
- Copy for your 'Products and Services' section plus 2 x high-res images (250 - 300 words). Images: 600px x 600px)
- Copy for your 'Why Us' section plus 2 x high-res images (250 - 300 words). Images: 600px x 600px)
- Your contact details, website URL and contact email address
- Your social links and URLs
- You will also need to select categories within which your business delivers services

And for marketing and comms you will need to provide:

- The contact name, job title, email details and phone number of the person (s) who will be our dedicated marketing liaison throughout the partnership
- Your full company trading name and registered address

It is your responsibility to inform us of any changes so that we can update the information on your business directory listing periodically. Please contact your Partner Success Manager or email us [info@thegiftclub.io](mailto:info@thegiftclub.io)

**Copywriting (if applicable)**

If you have chosen our copywriting package:

- Our dedicated copywriter will research and provide the content for all features within your plan. In order to do so, we will need you to be cooperative in providing them with the time and opportunity to gather enough information about:
  - your business
  - your tone of voice
  - messaging requirements

- o images/graphics
- o branding guidelines
- We will require you to provide specifics with regard to content/topics for each piece and our copywriter will need to spend some time with you at the beginning to understand your business, tone of voice and messaging.
- We will provide the copy to you for sign-off prior to publishing.
- You are free to repurpose anything that our copywriter produces for you, however, if you'd like to use their services for other marketing or comms purposes outside The Gift Club Membership, we will be very happy to cost this separately.
- Our copywriter will be in touch to discuss all of the above.

### **When to send us your content...**

Please provide us with your logo(s) and 50-word company bio as soon as possible once your package is agreed.

We are absolutely dedicated to supporting your growth with the publication of long form content and press releases. Your designated marketing contact will receive two automated content reminders each month – these should prompt you to consider whether you have something suitable to submit. It's up to you when you choose to supply the long form pieces you are entitled to. All submitted content will be allocated into a future newsletter (not necessarily the next chronological edition). If your content is time sensitive, please contact your Partner Success Manager to 'reserve' a space within a specific newsletter. We will do our best to accommodate all time-related requests.

Please refer to the [long form article guidelines](#) for support on how to create your content.

You may purchase additional content opportunities. Please contact your Partner Success Manager for more information.

### **Access to Virtual Networking Events**

We regularly run virtual networking events, named "The Little Handshakes" that are free to all our partners. These are opportunities to meet other partners and industry peers in our global community and gain new contacts. We promote these sessions in our monthly newsletters and via email to our partners. You can find them all listed on our [events page](#). We recommend that at least one representative of your business attends each event that we offer, to maintain your presence and continually build your industry profile.

### **Social Media Engagement**

- We fully encourage all our clients and partners to engage with the content we share about their company on social media through comments, likes and reshares. We cannot stress more heavily that the more engaged you are, the more engaged your audience will be and the further we reach together.
- All your content that you provide to us that is published in our newsletter (including podcasts if applicable) will also be shared on social media, namely LinkedIn and Twitter.
- We will tag your corporate social handles as well as any personal ones (dependent on whom the post refers to or the author of the feature). You must inform us if you do not wish us to do so before any content is published on social media.

### Communications from The Gift Club

- You will receive regular email reminders for content deadlines and also reminders of online events, webinars and in person events.
- Our Founder, Hadie, hosts webinars throughout the year. See our past webinars [here](#) and future webinars [here](#). We sometimes ask our partners to get involved as panellists so please look out for these invitations too.
- Partner [Partner Contact Directory on our website](#) - this is a list of our -partners who have opted in to being contacted by other partners via our website. You will be given the access login and password by your Partner Success Manager.
- Make sure you follow us on both our [LinkedIn Company page](#) and [Client and Partner page](#) for more updates and news
- Follow [The Big Handshake page](#) for in person event announcements!

### Payments

The fee for each yearly package plan is based on a one-off yearly payment, paid at the beginning of each year your terms starts. For example, if payment is made on 20th May, your renewal date will be 21st May the following year . Package prices are likely to change at the time of renewal. Partners can upgrade to a different package at any time during their payment year but cannot downgrade until the end of their payment year.

Payment can be made by BACs or card.

If you pay using card payment, we use third-party services for payment processing (e.g. payment processors) and this will include a processing fee of between 2% and 5% depending on your location. If paying in a different currency other than GBP, we will also need to include the exchange rate fee at the time of payment.

We will not store or collect your payment card details. This information is provided directly to our third-party payment processors, whose use of your personal information is governed by their privacy policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processor we work with is **Stripe**. Their privacy policy can be viewed here: <https://stripe.com/privacy>.

### Terms and Conditions

By becoming a partner of The Gift Club, you are agreeing to enter into legally binding contract terms between The Gift Club and your Organisation (as defined below). "Organisation" means the business represented by your Business Directory Listing, which may only be a legal entity (company) or you. You also represent and warrant that you are authorised to enter into these contract terms on behalf of the Organisation.

In addition to these Terms, our [Privacy Policy](#) applies to any use of our services.

Failure to use any or all of your allocated content allowance within your calendar year will not entitle you to any form of refund.

### Payments and Fees

- The Gift Club yearly package prices are listed in GBP, however, payment is also possible in other currencies.



- By working with The Gift Club, you agree to pay The Gift Club the agreed yearly fee as described in the package you have chosen ( Gold, Platinum or Premium). You can pay by invoice or card payment. Depending on your location, there is a 2% ( UK) to 5% ( overseas) processing fee on all card payments. For overseas clients, this fee also covers fluctuations in exchange rate and bank fees.
- All our prices and fees exclude VAT and therefore a rate of 20% will be added at the time of payment (if applicable).
- If you pay a one-off payment and during that yearly subscription period, you decide you would like to terminate this contract, The Gift Club will delete your company details at your request within 30 days from receipt in writing, however, no refund or part refund will apply.
- Once payment has been collected we will communicate with you about your benefits as listed above within 3 working days
- You accept that when your Organisation starts working with The Gift Club, The Gift Club does not guarantee any increases in business levels, nor do we guarantee that you will be contacted directly by parties interested in your services.
- You agree to keep your contact information records up to date and let us know of any changes.
- You agree to use your Organisation's real name and keep it up to date.
- You agree to be truthful about your personal data practices and comply with the laws.
- As part of this partnership with The Gift Club, any marketing materials, content and communications that you supply to us for sharing will be professional, respectful, relevant, and accurate.
- The Gift Club will not be liable for lost profits or lost business opportunities, loss of data, or any indirect, incidental, consequential, special or punitive damages in connection with your partnership with us.

#### **Termination of Contract**

If you wish to terminate this Contract and wish us to remove your company details from the Business Directory, you must give The Gift Club 30 days' notice and notify us at [info@thegiftclub.io](mailto:info@thegiftclub.io) with your intent to terminate.

The Gift Club has the right to refuse a prospective partner if they do not meet our permitted services/solutions as listed above. We also have the right to delete a partner from our Business Directory and all future marketing solutions as set out in the yearly package plans if we feel appropriate.