



EXPERIENCE THE MEMBERSHIP MARKETING MACHINE

All Done With Our
PAPERLESS DATABASE BUILDER

All Aboard the Member Ship!

- Create New Revenue
- Boost Repeat Sales
- Lock-in Customer Loyalty
- Build a Database You Own
- Protect Price Points
- Eliminate Discounting

Get Paid in Advance for Increasing Sales and Frequency

Why pay for advertising and hope it brings you business when you can get paid in advance for guaranteed results? Bowling Rewards membership module works 24/7 virtually on auto-pilot to bring in revenue using both online and offline marketing strategies. Our membership sales strategy is designed to increase frequency without lowering prices or discounting.

Replace Discounting with Value, Customer Appreciation and Personalization

From Kids Summer Passes to VIP Platinum memberships, imagine creating your own irresistible memberships inside your facility expertly designed to increase frequency that are either sold or made available for free to your customers. We'll even help you sell them online from your website and social media.

Sample Membership Ideas

Break Point Alley Breakaway Membership

Buy Now
\$20.00
(\$600 value)



The Breakaway membership gives you 10 FREE games per month for just \$20 per YEAR, plus \$5 on your birthday, \$5 on your anniversary and extra holiday rewards year-round.

Playdrome Kids Summer Pass

Join Now
\$0.00
(\$1000+ value)



Get 200 games loaded all Summer long with a limit of 2 games allowed per day plus 20% cash back rewards on all bowling, billiards and snack bar sales.

Hwy 61 Roadhouse VIP Club

Buy Now
\$20.00
(\$520 value)



Receive 100 free items (choose from appetizers, desserts or kids meals) limit 1 free item per day, plus 20% cash back rewards daily, \$10 birthday rewards and \$10 on your anniversary.

Although earning extra revenue out of thin air from membership fees is great, the far more profitable long-term benefit of a membership marketing strategy is increased frequency. You see, unlike "Daily Deals" that encourage one-time visits and require deep discounts, Bowling Rewards memberships create ongoing increased frequency by delivering low-cost benefits customers find valuable. That way, they want to return again and again during their membership cycle. The system creates this traffic boost without discounting or lowering prices. It's an absolute game-changer for your top and bottom lines.

MEMBERSHIP PAYMENT PROCESSING

INSIDE THE FOUR WALLS

There are so many ways to promote membership sales right inside your facility without lifting a finger. When you install our custom designed membership marketing system, customers start buying and funding your bank account while standing in line or waiting to checkout. Customers already enrolled in your loyalty program can seamlessly upgrade their free membership to a paid membership level offering elite level benefits.



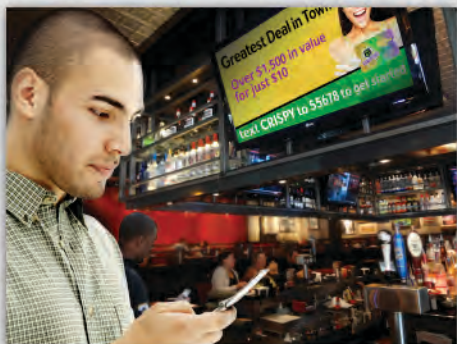
TABLE TENTS / FLOOR DISPLAYS

Set up an attention-grabbing floor display or table talker illustrating the benefits of membership. Customers can whip out their phone while standing in line or hanging out at a table and text a simple keyword to one of our short codes to kick off the membership purchase. Customers can review the full list of membership benefits and check out right from their phone over our secured payment form.



CLOSED CIRCUIT TVs

Have closed circuit TVs? Pipe in one of our commercials proven to command attention and convert loyal members to paid membership sales. This strategy allows you to capture patrons' attention on the merits of elite membership.



POS CHECKOUT

If you have a terminal installed with our app or loyalty software then you automatically have the capability to record membership sales through POS. This option is always available for customers who may not be comfortable buying online from their smart phone and would rather buy their membership at the checkout counter with cash or credit card.



MEMBERSHIP PAYMENT PROCESSING

OUTSIDE THE FOUR WALLS

Imagine this: While you are sleeping and the business is closed, the money keeps coming in. Your customers are purchasing memberships through all of your digital and social media and you don't have to do a thing because the entire process is automated. Your newly-installed membership system is not only making money from membership fees 24x7, it's laying the foundation for driving increased frequency with the added side benefit of encouraging full price visits while eliminating discount advertising expense.



WEBSITE MARKETING

Our platform includes a simple Buy Now link creator for any online advertising you need to sell memberships across digital and social media. Select the proper option and simply copy and paste the URL, HTML or embedded code link in your marketing.

Purchase Code/Link for Membership: All Memberships

- ☒ Bare URL (for Facebook or HTML link editors)
- ☐ Link (for pasting to HTML code)
- ☐ Embed (show membership on a web page; purchase outside page)
- ☐ Iframe (show membership on a web page; purchase within page)

Select the desired options to create a purchase link for this membership. Copy the link and place where you need it.



SOCIAL MEDIA

Market your memberships across all of your social media platforms and engage more customers with fantastic value without discounting or lowering prices.



Breakaway



Annual \$20.00
(\$600.00 value)



The Breakaway membership gives you 10 FREE games per month for just \$20 per YEAR. \$20 for 120 games. We're not kidding but limited memberships available. And if that's not enough, also receive free bonus games on your birthday, anniversary and several major holidays plus cash back rewards on all sales daily!

- **120 games** loaded instantly upon activation (limit 10 each month)
- **\$5 reward** on your **Birthday**
- **\$5 reward** on your **Anniversary**
- **5% cash back rewards** on all sales
- **2 games** on **Labor Day** (limit 10 each month)
- **2 games** on **Father's Day** (limit 10 each month)
- **2 games** on **Independence Day** (limit 10 each month)



MEMBERSHIP PAYMENT PROCESSING

OUTSIDE THE FOUR WALLS (Continued)

OK—now you're up and about, and it's business as usual...but customers are buying memberships and funding your bank account while THEY are hanging out at home. Whether they're watching TV or clicking on your email as they prepare to visit your establishment, BAM! Value is delivered instantly and happy customers are completely engaged in visiting your business MORE frequently.



AUTOMATED EMAIL MARKETING

A few months after installation, hundreds of automated messages are sent to your customers weekly for all kinds of reasons from thank you notes the day after a visit, to birthday well wishes, upcoming anniversaries or maybe just because it's St. Patrick's Day. These automated emails all feature a simple and engaging line promoting your membership offer. It's the perfect way to drip on patrons and up-sell existing customers to upgrade to a higher level of membership.

Hi Adam,

Thank you for visiting Malone's Tavern!

We're pleased to inform you as a result of your recent activity you have accumulated **\$18.24** in rewards. Your balances are available for redemption toward a future visit at Malone's Tavern just as if you were spending real cash.

To redeem your balance, just present your card or mobile number to the cashier at Malone's Tavern and inform them you wish to redeem value toward your purchase and how much. You can redeem your balance at any time or continue accumulating value toward a future purchase.

Once again we thank you for your business and hope to see you again soon.

Become a **GOLD Member** at Malone's Tavern today and get one **FREE appetizer** a week for the next year for only **\$19.95**. [Click here to buy now.](#)

Sincerely,
Malone's Tavern
586.978.0055

MEMBERSHIPS NOW AVAILABLE!

ENJOY EXCLUSIVE OFFERS FOR MEMBERS ONLY!

We know how to treat our loyal customers at {company} which is why we've started an amazing new membership program to reward our valued patrons. Join for \$10.00 and receive:

- **\$5 Activation Bonus** available immediately to redeem PLUS
- **\$10 Reward Bonus** on your **Birthday** PLUS
- **1 FREE Appetizer** on your **Anniversary** PLUS
- **10% Cash Back Rewards** on all sales PLUS
- **DOUBLE CASH BACK** rewards every **Monday** PLUS
- Exclusive **"Members Only"** Promotions on Various **Holidays** and **Happy Hour**

HOW DO I GET THIS BUNDLE OF GOODIES? IT'S EASY

Click the **Buy Now** button now to learn more.

In order to earn and redeem cash back rewards on future purchases, provide the clerk your **mobile number** during checkout. You can always add a card ID to your loyalty account but your mobile number works exactly like a card swipe.

www.joeschickenshack.com

TRADITIONAL EMAIL MARKETING

Once you create an irresistible membership with elite value for your most loyal customers, get the word out using a traditional email marketing campaign with your advertisement and Buy Now link.

GOLD AND SILVER MEMBERSHIPS

CASE STUDY: JOHNNY ROCKETS / SUNSHINE BOWLING



MEMBERSHIP HIGHLIGHTS

TOTAL MEMBERSHIP SALES

\$19,890.00

SILVER MEMBERSHIP

1,329 @ \$5.00

LOADED WITH
\$5.00 ONLY
MEMBER PRICING

GOLD MEMBERSHIP

883 @ \$15.00

365 GAMES
OF BOWLING
LIMIT 1 PER DAY

Pete Longo Jr., Owner—Deland, FL

"I can't understand why any business wouldn't be on this program. In June, we put over **\$6,000** more in the register than last year and we just launched in the middle of April."

Pete Longo Jr., Owner—Deland, FL

"This **solution** is just the **sales and marketing tool** the industry needs to break through in the ever competitive arena of entertainment and hospitality."

AUTOMATED THANK YOU NOTES

	# SENT	% VISITED WITHIN 30 DAYS	SALES WITHIN 30 DAYS
Oct. 2014	196	69.9%	\$4,665.06
Sept. 2014	162	72.8%	\$4,055.52
Aug. 2014	203	63.5%	\$4,425.22

LOYALTY PERFORMANCE METRICS

Avg. Ticket: \$9.60 • # of Registered Members: 3,093 • Rewards Breakage: 37.7%

2014 SALES

\$133,468.97

CUMULATIVE SALES

\$420,400.70

average
visits / day
44

* Data displayed as of 12/31/2014



MEMBERS GET MORE

Sign up for
FREE today!



Get your **Silver Membership** for **FREE** and receive:

- An instant \$5 loaded on to your account
- Earn 5% Cash Back Rewards towards future purchases
- Get special **SILVER** membership discounted pricing on all bowling purchases
- Access to exclusive membership offers throughout the year



GET 365 FREE GAMES
OF BOWLING INSTANTLY

Get your **Gold Membership** now for **ONLY \$15** or see one of our friendly staff and sign up today and receive:

- 365 FREE games of bowling instantly—that's one game per day for an entire year
- Earn 10% Cash Back Rewards towards future purchases
- Get special **GOLD** membership discounted pricing on all bowling purchases. Gold membership discounted pricing valid for up to 4 guests per visit
- Access to exclusive membership offers throughout the year

Join a league
and get 3 FREE
games everyday



www.SunshineBowling.com

WELLNESS MEMBERSHIP PLAN

CASE STUDY: FOOTHILL ANIMAL HOSPITAL

OVERVIEW

Foothill Animal Hospital asked for help crafting a wellness plan for their veterinary medicine practice to stand apart from heavy competition in the area. After consulting with the practice, we designed a custom membership program the practice would sell to the owners of their patients. The new Wellness Rewards membership, priced at \$80 per year, provides members with 2 exams that can be redeemed anytime during the membership cycle and 10% cash back rewards on all products and services. In addition, 2% of all sales activity is donated to one of four well-known animal charitable foundations of the member's choice. After 2 years of implementation, the practice has grown tremendously across every target metric. Foothill observed an increase of more than \$200k in total revenue that was directly attributed to this innovative new membership program.

2 YEAR PERFORMANCE HIGHLIGHTS (Data displayed as of 1/22/2015)

of Membership Sales: 1,017 • Membership Fees Collected: \$81,200 • Sales Volume from Members: \$1,254,180.12
Total Payments Increased: 28% • Invoice Count Increased: 24% • # of Visits per Client Increased: 30%
Fundraising Donations from Members: \$23,142.78



FOOTHILL ANIMAL HOSPITAL
Wellness Rewards Card
29040 Portola Parkway
Lake Forest, CA 92630
FoothillAnimalHospital.com
949.380.1255

Our Wellness Rewards Membership is a proactive approach to rewarding pet owners for giving their pets the best chance to live a long and healthy life. We have developed a rewarding membership plan that will make it easier on your budget and support a greater cause at the same time.

Membership Benefits:

- Instant Rewards of 10% Cash back that will be loaded automatically on your membership card with every purchase and can be used like real money towards future services.
- With every dollar you spend at Foothill Animal Hospital we will donate 3% of the total bill to the Animal Health Foundation and do it with complete transparency and accountability through our membership platform.
- Two examinations (illness or wellness) every year. A \$120 Value!
- A complimentary nail trimming during your pets birthday month.
- Many other exclusive benefits that members will get throughout the year.

Why Wellness?

- Because an ounce of prevention is better than a pound of cure. Early detection of illness is essential for pets and regular examinations can help detect the early signs of disease. Sadly, far too many owners are waiting to have their pets examined until it's too late.
- Healthy animals make healthier humans! Many studies have proven the emotional and physical benefits that pets bring us, from lowering depression to having an increased sense of purpose. The impacts that pets have on us are immeasurable!



average spending
per client went up
35%
from \$532 to \$671



Dee Allen, RVT, CVPM

"The results of this program have far exceeded our expectations. The positive impact with both our team and our clients has been amazing, and we have the numbers and reviews to back it up."

COFFEE CLUB MEMBERSHIP

CASE STUDY: RIDLEY'S BAKERY CAFE

OVERVIEW OF COFFEE CLUB

Ridley's Bakery Café of Troy, Michigan, uses our system for gift and loyalty but recently took advantage of the Memberships module to create something you won't ever see at Dunkin' Donuts or Starbucks. The Ridley's Coffee Club, priced at \$39.95 per year, gives members 1 free medium cup of coffee per day. Every day. That's 365 cups of coffee loaded on the member's loyalty account with a programmed limit of 1 coffee redemption allowed per day. Members also receive a \$5 activation bonus in addition to \$5 reward bonuses on their birthday and anniversary. The membership gets people in the door like no other form of advertising and people pay for the privilege to return more frequently. Retail genius.

DRINK TO YOUR HEALTH RIDLEY'S COFFEE CLUB MEMBERSHIP



- Get 365 Medium Coffees Pre-Loaded on your card. Good for one per day EVERY day of the year. Just \$10 more per year get a FREE refill every day too!
- The more you drink the better you feel, so drink coffee with every meal! Join the **RIDLEY'S COFFEE CLUB** today and Drink To Your Health!

MEMBERSHIP PERFORMANCE METRICS

Coffee Club Memberships Sold: 174
Total Membership Revenue @ \$39.95: \$6,951.30
Total Sales from Coffee Club Members: \$91,950.05
That's an average of \$813.72 per Coffee Club Member
Free Coffee Breakage: 61.8%

Number of Non-Coffee Club Members: 3,790
Total Sales From Non-Coffee Club Members: \$590,685.65
That's an average of \$155.85 per Non-Coffee Club Member

522%
higher avg. sales
over non-members



Karl Kornack, Owner

"The membership program has driven more traffic through my door than any other advertising media I have ever used. We see our customers more often and the Coffee Club members are spending way more on average than regular loyalty members."

* Data displayed as of 12/31/2014

MEMBERSHIP FEE COLLECTION

How Funding and Billing Works

There are 2 options for handling membership fee billing and it's all dependent on which bank account receives funding from online payments and renewal fees, **OURS** or **YOURS**. Memberships is about **INCREASING FREQUENCY** and driving more return visits through your business. Regardless of which funding option you elect, you keep 100% of the added sales, 100% of the higher average ticket and retain 100% savings from discounting and advertising expenses that are no longer necessary.

Option 1 (Simple): 50/50 Revenue Share

Under the **Revenue Share** option we configure your account to route online membership fee payments through our Authorize.net gateway. This means we collect the monies on your behalf and cut a check back to you each month subject to an agreed upon revenue share (usually 50/50). We incur all expenses associated with online payment processing and monthly reconciliations and no additional work is required on your end. Just collect and deposit revenue share checks in the mail.

OR

Option 2 (Advanced): Direct Funding for +\$50/mo.

Under the **Direct Funding** option we configure your account to route online membership fee payments through YOUR online payment gateway such as Authorize.net or Paypal. This means all membership fee payments fund your bank account directly. There is no revenue sharing and we take no percentage of online payments. This feature is available for an additional \$50/mo. per location added to any of our 3 subscription plans, Basic, Pro or Enterprise. Multi-location discounts available.

Authorize.Net PayPal



FREE GRAPHIC DESIGN SERVICES

Partner with Bowling Rewards on Memberships (either Option 1 or Option 2) and we'll include **FREE** consulting and graphic design services for digital and traditional marketing associated with promoting membership sales (e.g., email campaigns, floor displays, table tents, etc.). You pay printing and shipping costs, if applicable.



Learn more



bowlingrewards.com



ONLY \$15 PER YEAR
YES, the price is correct. Wow, right?

UPGRADE TO KINGPIN MEMBERSHIP AND GET PAID (\$800.00 IN VALUE)

BOWLING REWARDS

ONLY \$25 PER YEAR

FREE Drinks
OR
FREE Kids Meals
OR
FREE Appetizers
OR
FREE Desserts

PLUS, PLATINUM MEMBERS EARN DOUBLE CASH BACK REWARDS ON EVERY PURCHASE!

BECOME A KINGPIN MEMBER AND RECEIVE:

- \$10 Activation Bonus**
Available 12 hours after purchase
- PLUS 52 Games of Bowling**
Limit one per week
- \$10 Reward**
On your Anniversary
- \$5 Reward**
On your Birthday
- \$100s of Dollars**
Will be given throughout the year on major holidays
- DOUBLE and TRIPLE Cash Back Rewards**
Double Rwd's Daily / Triple Rwd's Mon & Wed 6PM to 10PM

Up to 2 messages per month. Standard message and data rates may apply. Text HELP for help. Text STOP to cancel. Consent NOT required for purchase of goods/services.