



## Premium Membership Terms and Conditions (with copywriting)

**The Gift Club** offers a trio of solutions to facilitate global growth for companies associated with Employee Incentives, Loyalty Programs, Employee Benefits, Promotions and Promotional Products, Gift Cards and Gift Card Production and Technology.

Becoming a member of The Gift Club means your brand, products and services will be promoted via a mix of marketing channels to a very targeted audience all of whom are looking for new ways to grow via partnerships, suppliers, clients, opportunities or new talent.

You have chosen to be a **TGC Premium** member of The Gift Club – congratulations!

FEATURES	PREMIUM
PRICES (ex VAT, per annum)	£4840
<b>Copywriting</b> (All copy for your social posts, spotlight features and thought leadership articles are researched and written by The Gift Club's professional copywriter)	✓
<b>Welcome post on LinkedIn</b> (The Gift Club page plus Founder's personal page)	✓
<b>Inclusion in the member promo social posts</b>	✓
<b>1 x Mini-feature in our fortnightly newsletter</b>	✓
<b>4 x Social posts</b> (LinkedIn and Twitter)	✓
<b>The Gift Club Business Directory listing with all features</b> (Company Description, Contacts, Videos, images, graphics, social links)	✓
<b>1 x Spotlight feature in our newsletter &amp; digital magazine</b> (also posted across social media channels)	✓
<b>1 x Thought leadership article in our newsletter &amp; digital magazine</b> (also posted across social media channels)	✓
<b>1 x Free event listing in our newsletter</b>	✓
<b>Prime position in our Business Directory</b>	✓
<b>1 x Free job vacancy listing</b> (posted across social media channels, as a mini-feature in our Newsletter & Digital Magazine)	✓
<b>1 x CEO Soap Box - A podcast interview featured in our newsletter, website &amp; digital magazine</b> (also posted across social media channels)	✓
<b>First to receive leads/business opportunities</b>	✓
<b>2 x complimentary tickets to The Big Handshake Event</b>	✓
<b>1 year + worth of sponsorship (includes):</b>	
- Logo on TGC homepage in our carousel all year round	✓
- Static logo at the top of our Business Directory for one month a year	✓
- Branding and short intro on page one of our monthly Digital Magazine - TGC Digest for one edition a year	✓
- Branding on 1x TGC social media post when we promote our match-making service	✓
- Social posts to <b>celebrate</b> every sponsorship milestone above	✓

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



If you would like to ask about any additional offerings by The Gift Club (specifically related to our talent solutions or sponsorship opportunities), these will be at an additional cost. To view our talent solution fees, please see [here](#)

Your membership becomes **active** when your business appears in the Business Directory on our website, which is also how you pay for your membership (securely via Stripe). Once this is completed, we will then send you your table of benefits and your marketing schedule with proposed dates and deadlines.

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

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

With the **Premium** Membership, to ensure your listing looks good in our Business Directory, you will need to make sure you have ready:

- A high-res logo (282px x 150px)
- A high-res feature image (1200px x 628px)
- A promotional video link to upload from Vimeo or YouTube (optional)
- A short paragraph about what your company does (250 words/enough to fill the white box)
- Copy for your 'Products and Services' section plus 2 x high-res images (250 words/enough to fill the white box). Images: 600px x 600px)
- Copy for your 'Why Us' section plus 2 x high-res images (250 words/enough to fill the white box). 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, communications and payment you will need to provide:

- Your marketing contact, email details and phone number
- Your company trading name
- Your full billing details
- VAT information (if applicable)

It is each member's responsibility to facilitate their own directory account and update their information periodically.

### **Copywriting, Content Marketing Schedule, Deadlines and Engagement**

#### **Copywriting**

- Our dedicated copywriter will research and provide the content for your social posts, spotlight feature and thought leadership piece.



- 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.

### Marketing Schedule/Deadlines

We are absolutely dedicated to supporting your growth so we ask you to work with us in partnership at all times. **We treasure good and timely communication.**

- All your content will be professionally written and completed by our copywriter in line with your Content Marketing Schedule, provided you have given them the time and opportunity to gather enough information about
  - your business
  - your tone of voice
  - messaging requirements
  - images/graphics
  - branding guidelines
- Prior to the CEO Soapbox kick-off meeting, you will be required to complete the questionnaire [here](#).

Our copywriter will be in touch with you to discuss the above

For your directory listing and newsletter mini features, the deadlines for these are listed in your marketing schedule. Please can we rely on you to send the necessary graphics and content for this by the deadline. **Please send these assets to [jules@the-gift-club.com](mailto:jules@the-gift-club.com).**

### Engagement

- We fully encourage all our members to engage with the content we share about their company 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.
- 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.

### Benefits outside of your membership to get involved in:

1. We host virtual members meetings every 6 weeks for members to network and meet their peers. We send invitations to our members to register for these meetings so please check your spam!
2. Our Founder, Hadie, hosts webinars throughout the year. See [here](#) for our past and future webinar topics. We often ask our members to get involved as panellists so please look out for these invitations too.
3. We send our members a monthly update via email on what is new in The Gift Club and highlight what you may have missed. In this newsletter, we have a Members Corner which allows members to share downloadable reports, PDFs, Research or Studies. Please email [members@the-gift-club.com](mailto:members@the-gift-club.com) if you'd like us to share anything that would interest our members.
4. Member Contact Directory - this is a list of our members who have opted in to being contacted by other members via our website. You will be sent the access login and password in your welcome email.



## Payments

The fee for each membership plan is based on a one-off yearly direct debit set up as a recurring payment and we use third-party services for payment processing (e.g. payment processors).

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 member 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.

## Payments and Fees

- The Gift Club Membership prices are listed in GBP, however, payment is also possible in USD, AUD and EUR. Converted prices will be displayed using the current exchange rate at the time of payment on our website.
- By becoming a member of The Gift Club, you agree to pay The Gift Club the agreed fee on a direct debit basis; a one-off yearly payment. This is a recurring payment.
- You can choose which membership plan you prefer via our website and pay directly and securely through the site, powered by Stripe.
- All our prices and fees will exclude VAT and therefore a rate of 20% will be added at the time of payment (if applicable).
- You are entitled to cancel at any time. If you cancel your direct debit, we will remove your listing 30 days after the last direct debit collection.
- If you pay a one-off payment and during that period (either six months or a year) 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, we are unable to offer a refund or part refund.
- Your listing will appear in the Business Directory when the first payment has been collected and we will communicate with you about your other benefits as listed above within 3 days of receiving payment.
- Although we work hard to ensure our site is found on the world wide web, you accept that when your Organisation becomes a member of 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. Therefore, refunds are not offered once payments have been made.
- If you pay by direct debit and cancel your direct debit, you must notify us in writing. See below for more details on termination.
- It is your responsibility to stop any direct debits and not the responsibility of The Gift Club.
- You agree to keep your contact information records up to date.
- 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 your membership, 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 Membership.

### **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@the-gift-club.com](mailto:info@the-gift-club.com) with your intent to terminate. You can still cancel your direct debit.

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