



Premium Membership Terms and Conditions

The Gift Club is a media, marketing, and communications service helping our clients grow by increasing brand awareness and visibility to our worldwide audience.

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

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

Brand Awareness	Thought Leadership	Lead Generation
<p>1 x long form feature in newsletter and digital magazine</p> <p>Listing in business directory</p> <p>1 x short form feature in newsletter</p> <p>NEW! 1 x press release</p> <p>NEW! "Mix and Mingle" virtual networking invitation</p> <p>Six-monthly performance analytics</p> <p>Regular social media promotion</p> <p>Discounted tickets to "The Big Handshake" events</p>	<p>Brand Awareness benefits +</p> <p>1 x thought leadership feature in newsletter</p> <p>1 x "CEO Soap Box" podcast</p> <p>NEW! 1 x "In The Red Room" webinar panel invitation</p> <p>NEW! 1 x "In The Red Room" webinar moderation</p> <p>NEW! 1 x industry insight email campaign</p> <p>1 x free ticket to one "The Big Handshake" event</p>	<p>Brand Awareness + Thought Leadership benefits +</p> <p>NEW! 1 x "In The Red Room" webinar sponsorship + delegate list</p> <p>NEW! +1 industry insight email campaigns</p> <p>Prime position in business directory</p> <p>Logo displayed on The Gift Club's home page</p> <p>NEW! Pre-qualified business "handshakes"</p> <p>+1 free ticket to one "The Big Handshake" event 2023</p>
Be Heard	Be Seen	Be Found

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



Your membership becomes **active** when your business appears in the Business Directory. 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 you get a prime position in our Business Directory! To ensure your listing looks good, 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 business directory account and update their information periodically.

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
 - images/graphics
 - 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.

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.**

- We will send you a marketing schedule that details all due dates for your features. It is your responsibility to provide us with all information requested and final sign-off by those deadlines.
- Should you miss the deadline for your thought leadership feature in our Newsletter, we will endeavour to roll this over to another Newsletter date, but this will be subject to the availability of new dates/slots.

Press Releases

- There is no set date for your Press Release, this will be guided by you, the Member, and your business leads.

Analytics

- We will provide you with analytics to help you understand the impact of your content with our audience. We'll present metrics on all of your communications twice a year.

CEO Soapbox Podcast

- Key dates are listed in your marketing schedule.
- Prior to the CEO Soapbox kick-off meeting, you will be required to complete the questionnaire [here](#).

Email Campaign

- There is no set date for your Email Campaign, this will be guided by you, the Member, and your business leads.

Webinar panellist and moderation slots

- All dates for panellist and moderation slots for our webinars will be agreed in advance during the membership year. You will need to attend a pre-event meeting a week prior to each.

Webinar sponsorship

- The date of the webinar you will sponsor will be agreed in advance during the membership year.
- We will send you a list of the delegates after the event.

Pre-Qualified Business Handshakes

- We will ask all non-members attending our events if they would like to meet with our Premium Members. If they wish to do so, we will then send you the details of those companies and make the introductions.

Press Releases

- There is no set date for your Press Release, this will be guided by you, the Member, and your business leads.



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.

Communications from The Gift Club

- We host our Mix and Mingle 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!
- Our Founder, Hadie, hosts webinars throughout the year. See [here](#) for our past and future webinar topics. We sometimes ask our members to get involved as panellists so please look out for these invitations too.
- 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 if you'd like us to share anything that would interest our members.
- 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.
- Make sure you follow us on both our LinkedIn Company page and Members page for more updates and news

Payments

The fee for each membership plan is based on a one-off yearly payment. Membership package fees are likely to change at the end of your membership year at the time of renewal. Members can upgrade to a different package at any time during their membership year but cannot downgrade until the end of the membership year.

If you paid for your membership through our website registration process this is set up as a recurring payment unless you choose otherwise. 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. On our website, converted prices will be displayed using the current exchange rate at the time of payment.
- By becoming a member of The Gift Club, you agree to pay The Gift Club the agreed yearly subscription fee. You can choose which membership plan you prefer via our website and pay directly and securely through the site,



powered by Stripe. Or you can pay by invoice or payment link. Depending on your location, there is a 1.5% to 2.9% processing fee on all card payments.

- All our prices and fees will 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, 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.
- 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 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.