

## Gold Terms and Conditions

**The Gift Club** is a media, marketing, and communications 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 card with a gold header and footer, and a light blue-to-green gradient body. The header contains the text 'Brand Awareness' and '£1500 p/a'. The body lists several features, some marked with a red 'NEW!' badge. The footer contains the word 'Gold' in bold.

Brand Awareness

**£1500**  
p/a

- 1 x long form feature in newsletter and digital magazine
- Listing in business directory
- 1 x short form feature in newsletter
- NEW!** 1 x press release
- NEW!** "Mix and Mingle" virtual networking invitation
- Regular social media promotion
- Discounted tickets to "The Big Handshake" events

**Gold**



The partnership becomes **active** when your business appears in our Business Directory. Once this is updated, we will arrange for our Partner Success Manager to book in an onboarding time with you and your marketing team.

**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	

With the **Gold** package, 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 and comms you will need to provide:

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

It is your responsibility to facilitate your own business directory account and update your 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.

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

We are absolutely dedicated to supporting your growth so we ask you to work with us in partnership at all times. We request that any **short or long form content** or **press releases** are sent to us for publication by the 30th of each month to appear in a future newsletter.

### **Mix and Mingle Invitations**

Our Mix and Mingle online networking sessions are one hour long Zoom sessions and usually 6 weeks apart. This is an opportunity to meet other partners in our community and gain new contacts. You'll be notified when these take place via email where you can register your attendance. Please check your spam!

### **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 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 events, webinars, Mix and Mingle networking
- 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.
- Member Contact Directory on our website - this is a list of our members who have opted in to being contacted by other members 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. 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.

If you paid using card payment, 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 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.

### 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.
- 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 working 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 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. 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 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.