# PROMOTIONAL CATALOG



# **LET US HELP YOU GROW YOUR LIST AND YOUR BUSINESS!**



Place orders at 800-978-1388 or email support@loyalpatron.com

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# **Promotional Item List Building Strategies** Wi-Fi / Digital Marketing Strategies

<sup>\*</sup>NOTE: All prices published throughout the catalog are in US Dollar currency.

## **BILLFOLD / TAKE-OUT INSERTS**

The billfold or take-out bag insert for restaurants provides an ideal opportunity to promote loyalty engagement with a colorful marketing insert that hypes the value of membership and provides simple activation instructions for either a card or card-less program. Images shown are 3.5"W x 8.5"H.









#### SINGLE-SIDED BILLFOLD

QUANTITY	PRICING
300	\$76.50
500	\$121.50
1,000	\$198.00
1,500	\$283.50
2,000	\$339.00
2,500	\$414.00

#### **DOUBLE-SIDED BILLFOLD**

QUANTITY	PRICING
300	\$126.00
500	\$189.00
1,000	\$318.00
1,500	\$463.50
2,000	\$564.00
2,500	\$694.50

\*NOTE: Custom design \$60.00 for 1 side. Add \$35.00 to custom design the 2nd side. Up to two (2) edit rounds included. \$25.00 per additional edit round (per side). Freight extra.

## **BUTTONS**

Employee buttons are an affordable strategy for engaging your staff directly with customers who ask questions leading to loyalty program awareness and a higher activation rate. Complement this marketing idea with a floor display, table tent or other item that remains in place and allows customers to learn the benefits of loyalty membership and activate accounts on the spot.



3" Custom Button



3" Custom Button





2.25" Custom Button



2.25" Custom Button



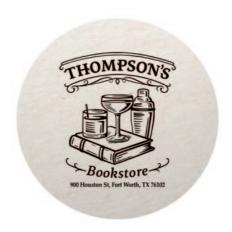
QUANTITY	12	24	60	108	200	300
2.25" Button	\$30.00	\$40.00	\$48.00	\$62.80	\$113.00	\$165.00
3" Button	\$36.00	\$68.50	\$72.60	\$96.25	\$136.25	\$199.50

<sup>\*</sup>NOTE: Custom design \$50.00. Includes one (1) round of edits. Freight extra.

## **COASTERS**

Promote your message while your guests enjoy their favorite beverage! Coasters provide many opportunities for increasing brand awareness and loyalty engagement among your customers. This drink accessory is imprinted with your company name or logo then proudly displayed in your restaurant, pub or hotel lounge. A recycled promotional product that's ideal for catered events too!





40 Pt. 4" White Square—High Density Coasters

45 Pt. White or Natural 3.5" Round Pulpboard Coasters

QUANTITY	100	250	500	1,000	2,500
40 Pt. and 45 Pt. Coasters	\$46.00	\$90.00	\$150.00	\$260.00	\$600.00



110 Pt. Natural 4" Square Pulpboard Coasters

QUANTITY	PRICE
100	\$55.00
250	\$107.50
500	\$200.00
1,000	\$340.00
2,500	\$725.00



80 Pt. White 3.5" Round Coasters

QUANTITY	PRICE
100	\$50.00
250	\$97.50
500	\$190.00
1,000	\$290.00
2,500	\$675.00

<sup>\*</sup>NOTE: Setup fee \$42.00 + \$50.00 design fee. Includes one (1) round of edits. Pricing based on 1 color as shown. Additional imprint colors quoted upon request. Freight extra.

## **FLOOR DISPLAYS**

Educate your customers and engage them in your loyalty program with a splendid floor display that promotes the irresistible benefits of membership along with account activation instructions. Images shown are a 33"W x 80"H metal retractable banner. Easily portable and perfect for positioning near entrances, waiting areas and POS counters. Carrying case provided for easy transport.





**Pricing:** \$125.00 one-time customization fee. Up to two (2) edit rounds included. \$25.00 per additional edit round. Order display units for \$129.00 each. Freight extra.

## GIFT AND REWARDS PLASTIC CARDS (Encoded, Swipeable)

In our system, operators can combine gift, rewards, comps and fundraising applications on the same plastic card or card-less ID, OR use one card for a specific application such as gift cards. The options are flexible. Once a card is activated for rewards purposes, patrons can present either their card or their mobile number to request rewards credit or a redemption. The mobile phone number acts like a card swipe for customer convenience.



























Separate Gift and Rewards Cards (2 Cards)

**Combined Gift and Rewards Card (1 Card)** 

PLASTIC ENC	PLASTIC ENCODED SWIPEABLE CARD (4/1 30 mil Plastic Encoded w/Serial ID Numbering)							
Quantity	500	1,000	2,000	5,000	10,000			
Pricing	\$395.00 (\$0.79/card)	\$595.00 (\$0.595/card)	\$995.00 (\$0.497/card)	\$1,895.00 (\$0.379/card)	\$2,895.00 (\$0.289/card)			

<sup>\*</sup>NOTE: Custom design \$50.00. Freight extra.

## **GIFT CARD CARRIERS**

Customers these days expect a nice gift card package to go along with the gift cards they give. A gift card by itself is OK, but seeing the packaging displayed along with the gift card leaves no doubt that their gift will be well received. Choose from our stock or custom gift card carrier designs to boost your gift card sales. All gift card carriers hold standard size gift cards and are printed on 10pt white gloss stock (4/1 or 4/4).

#### **STOCK Gift Card Carriers**



QUANTITY	250	500	1,000	2,000
Pricing	\$99.00	\$149.00	\$229.00	\$329.00

<sup>\*</sup>NOTE: Items above are stock only. Custom design not applicable. Freight extra.

#### **CUSTOM Gift Card Carriers**



QUANTITY	250	500	1,000	2,000
Pricing	\$165.00	\$220.00	\$420.00	\$680.00

<sup>\*</sup>NOTE: Custom design \$50.00. Includes one (1) round of edits. Freight extra.

## **GIFT CARD SLEEVES**

Customers these days expect a nice gift card package to go along with the gift cards they give. A gift card by itself is OK, but seeing the packaging displayed along with the gift card leaves no doubt that their gift will be well received. Choose from our stock or custom gift card sleeve designs to boost your gift card sales. All gift card sleeves hold standard size gift cards.

#### STOCK Gift Card Sleeve: Navy Blue Gift

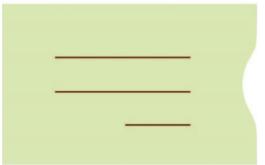




Printed on premium quality, 70# uncoated paper.

#### STOCK Gift Card Sleeve: Apple Enjoy





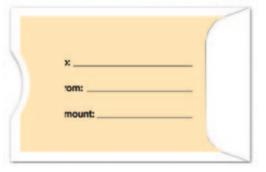
Printed on premium quality, 70# uncoated paper.

QUANTITY	250	500	1,000	2,000
Pricing	\$99.00	\$149.00	\$235.00	\$443.00

<sup>\*</sup>NOTE: Call for additional stock designs.

#### **CUSTOM Gift Card Sleeve**





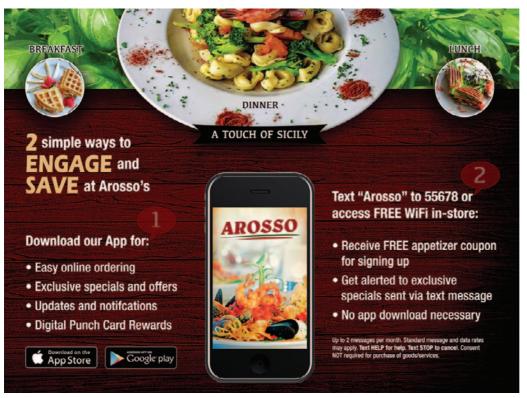
Printed in full color on 80# uncoated smooth white stock.

QUANTITY	250	500	1,000	1,500	2,500
Pricing	\$315.00	\$401.00	\$538.00	\$606.00	\$836.00

<sup>\*</sup>NOTE: Custom design \$50.00. Includes one (1) round of edits. Freight extra.

### **NAPKIN HOLDERS**

Napkin holder inserts are an easy way for restaurants to generate rewards program awareness and provide a call to action to encourage signups. These inserts are also the ideal size to enclose with take-out/delivery boxes or as pizza box toppers. Images shown are 5.25"W x 7"H and are printed on 100# uncoated cover stock.





QUANTITY	50	100	250	500	1,000
Pricing	\$43.20	\$63.50	\$105.00	\$140.00	\$236.00

<sup>\*</sup>NOTE: Custom design \$75.00. Up to two (2) edit rounds included. \$25.00 per additional edit round. Freight extra.

## POP COUNTERTOP DISPLAYS

Educate your customers with a beautiful POP display insert that promotes the irresistible benefits of joining your rewards program along with account activation instructions. Images shown are standard size 8.5"W x 11"H.













Pricing: Printing of the insert sheet additional.

#### ITEM

Countertop 8.5" x 11" POP Acrylic Display Holder: \$15 each. Freight extra.

Countertop 8.5" x 11" POP Acrylic Display with Card Holder: \$18 each. Freight extra.

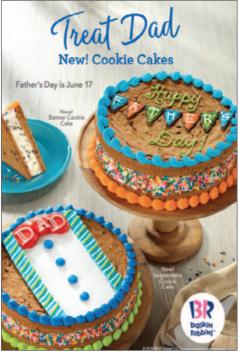
Countertop 8.5" x 11" POP Cardboard Display: \$30 each. Freight extra.

<sup>\*</sup>NOTE: \$75.00 one-time customization design fee. Up to two (2) edit rounds included.

## **POSTERS**

Educate your customers and engage them in your loyalty program with a beautiful poster that promotes the irresistible benefits of membership. Posters are ideal for wall backdrops and windows positioned near high traffic locations. Images shown are standard size 18"W x 24"H.













**Pricing**: \$30 each. \$85.00 one-time customization design fee. Up to two (2) edit rounds included. \$25.00 per additional edit round. Freight extra.

### TABLE TENT INSERTS

Educate your customers and engage them in your loyalty program with a beautiful table tent that promotes the irresistible benefits of membership along with account activation instructions. Images shown are standard size 4"W x 6"H for existing table tent acrylic display holders.













QUANTITY	150	250	500	1,000	1,500
Pricing	\$54.00	\$72.00	\$114.00	\$194.00	\$267.00

\*NOTE: \$75 one-time customization fee. Add \$35.00 to custom design the 2nd side. Up to two (2) edit round included. \$25.00 per additional edit round (per side). Freight extra.

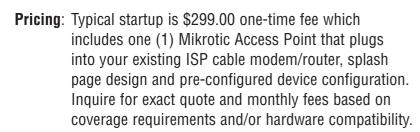
## **GUEST WI-FI PLUS+**

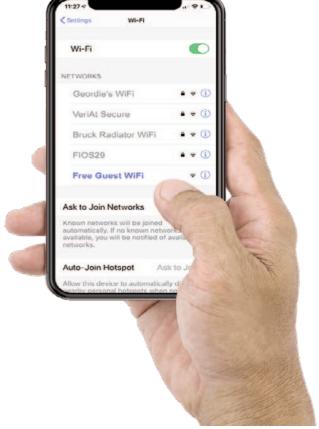
Add Guest Wi-Fi Plus+ service to help build your customer list automatically and effortlessly. This solution adds a complete and accurate marketing profile (Name, Birthday. Email and Mobile #) to your loyalty database the first time your guests connect to guest Wi-Fi. Plug a preconfigured Access Point into your ISP Cable Modem/Router OR integrate with our platform using a wide variety of compatible devices including Ubiquity Unifi, Datto, Aerohive, Meraki, Cambium Networks and many more.







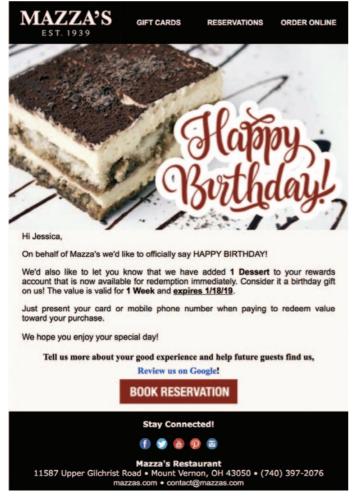




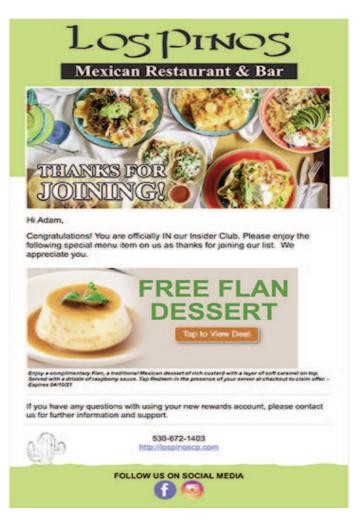
Want to use existing equipment? Click to view compatibility guides.

## **AUTOMATED EMAIL MARKETING**

Automated email campaigns drive frequency throughout the year with personalized, happy messages on your customer's birthday, anniversary, major holidays or perhaps because your customer hasn't visited in 3 months or they spent \$200.00 last month and warrant special recognition. These campaigns fire automatically based on life events, visitation and spending. Consider upgrading the default graphical templates with a more customized feel around your logo and branding strategy.



**Happy Birthday Campaign** 



Thank You Note Campaign

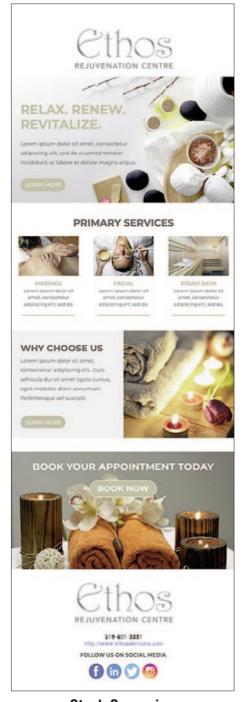
#### **Pricing**

ITEM	QUANTITY	PRICE
Automated Email Marketing Template	1	\$55.00
Automated Email Marketing Template (3 Pack Discount)	3	\$95.00
Automated Email Marketing Template (5 Pack Discount)	5	\$125.00

<sup>\*</sup>NOTE: Includes up to two (2) rounds of edits.

## SCHEDULED EMAIL MARKETING

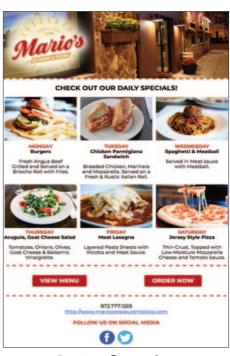
Our system includes a vast library of FREE stock email marketing templates you can use anytime that features licensed images and proven promotional content while adding your logo to the campaign automatically. However, if you need something more customized, let us help you design an email marketing campaign template that meets all your custom specifications for reasonable fees. Once a custom template is designed and uploaded to your account it can be reused regularly as a weekly/monthly newsletter or ad hoc promotion.



**Stock Campaign** 



**Stock Campaign** 



**Custom Campaign** 



**Custom Campaign** 

**Pricing:** \$125.00 per original email marketing campaign template based on supplied client instructions and specifications. Includes layout and copy and up to two (2) rounds of edits. Price does NOT include unlicensed images which are purchased separately upon client request.

## **DIGITAL (MOBILE) COUPONS**

Did you know **over 80%** of customers have their phone within reach **22 hours** of the day! Digital coupons efficiently deliver repeat business inside a slick solution with higher redemption rates then old paper coupons. These mobile friendly advertisements are a great way to completement an existing loyalty strategy and push higher margin services.

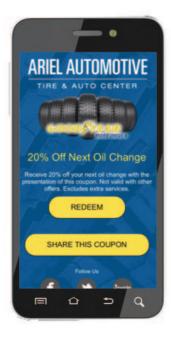


#### **HIGHLIGHTS INCLUDE:**

- Easy 1 Tap Redemption: Patrons tap an optional Redeem button for easy "Show & Save" redemption from their mobile phone and again to confirm.
- **Fraud Prevention**: Prevent redemption abuse with our live countdown time and automatic expiration to prohibit the same customer from redeeming the same offer more then once.
- **Reporting**: The system tracks all views, opens and redeems inside the back office for efficient tracking and reconciliation.
- **Versatility:** Digital coupons are not just for discounts. You can use the tool to circulate any type of mobile friendly advertisement hyperlinked to an email or text campaign.









**Pricing**: Your digital coupon template is 100% custom designed around your brand/social media and setup for recurring reuse. Order new designs added to your MARKETING> Digital Coupon Templates library for \$50.00 each.

## LOYALTY CHECK-IN KIOSK



Grow your customer list **EFFORTLESSLY** and run a **SIMPLE** loyalty program that rewards customers on frequency (visits) as opposed to dollars spent. The Loyalty Check-In Kiosk is an easy-to-use tablet which provides your customers with a user friendly and engaging way to do any of the following:

- Join your mobile club, VIP or loyalty program
- Record a check-in visit for loyalty credit
- Like your business on Facebook or follow on Instagram
- Issue/redeem mobile coupons based on check-in frequency

We help you setup a customer facing tablet that is affixed to a counter, floor stand or wall that advertises the benefits of joining your mobile/VIP/loyalty list. The display is fully customized featuring your logo and branding elements. Customers engage with the tablet in an easy touch screen process that asks only for input of their mobile phone number. The magic behind the scenes does the rest!



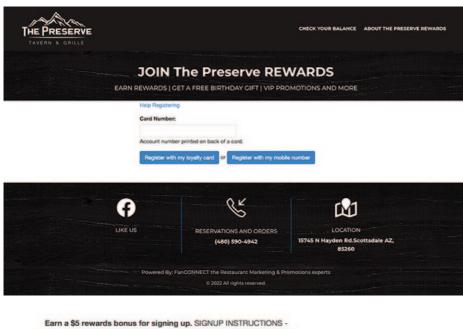


**Pricing:** Kiosk custom design and configuration is a one-time \$199.00 setup fee. Tablet (hardware) not included. Use any tablet of your choice and we'll send you pairing instructions for broadcasting the kiosk using internal Wi-Fi.



## **ONLINE REWARDS PORTAL**

Upgrade your website with our simple HTML plug-in(s) and bring online visitors into your database automatically. Patrons can sign up online and claim a bonus or coupon as an incentive to enroll as configured in your back office from MARKETING> Automated Promotions> Account Activation. The data collected (Name, email, birthday, etc.) is configured from SETTINGS> Registration Settings.





**Pricing:** \$0.00 billed by us if your webmaster follows the Web Tools Guide inside your back office account that allows you to customize the signup experience for your website.

Alternatively, pay \$179.00 one-time setup fee and we'll design and host a custom branded online rewards portal you can link from your website or social media. The portal offers visitors the opportunity to sign up online, login and check balances/transaction history, update their profile and more.