



quickgifts



Savings Made Simple

Sam's Club
Extreme Value
Offers (EVO)
Locals Program
August 2017 Campaign Launch



Sam's Club EVO Permanent Fixture Summary

QuickGifts is enrolling LOCALLY owned merchants into its network to be considered in the Extreme Value Offers (EVO) selection process for Sam's Club. Local merchants will be featured on the new Permanent Gift Card Fixtures in the upcoming August 2017 launch.



Selected merchants will be featured in nearby Sam's Club(s) where club members can purchase merchants' gift cards or certificates at a 20% discount (example offer: buy 2 x \$25 gift cards for \$39.98).



Sam's Club EVO Features and Benefits

- 6-month placement in club(s) b/w mid Aug '17 – Feb '18
- Gain exposure, acquire new customers and drive sales
- Bulk sales guaranteed from inventory supplied
- LOCAL merchant brands placed next to national and regional retail and restaurant brands at the same cost
- Brand impressions for over a 1,000 Sam's Club shoppers on a daily basis
- Zero integration (QuickGifts works with your existing plastic card or paper certificate)
- QuickGifts manages the art design and production of merchant's 9" x 13" PULL CARDS along with all marketing materials



Sample PULL CARDS





Sam's Club EVO Selection Process and Costs

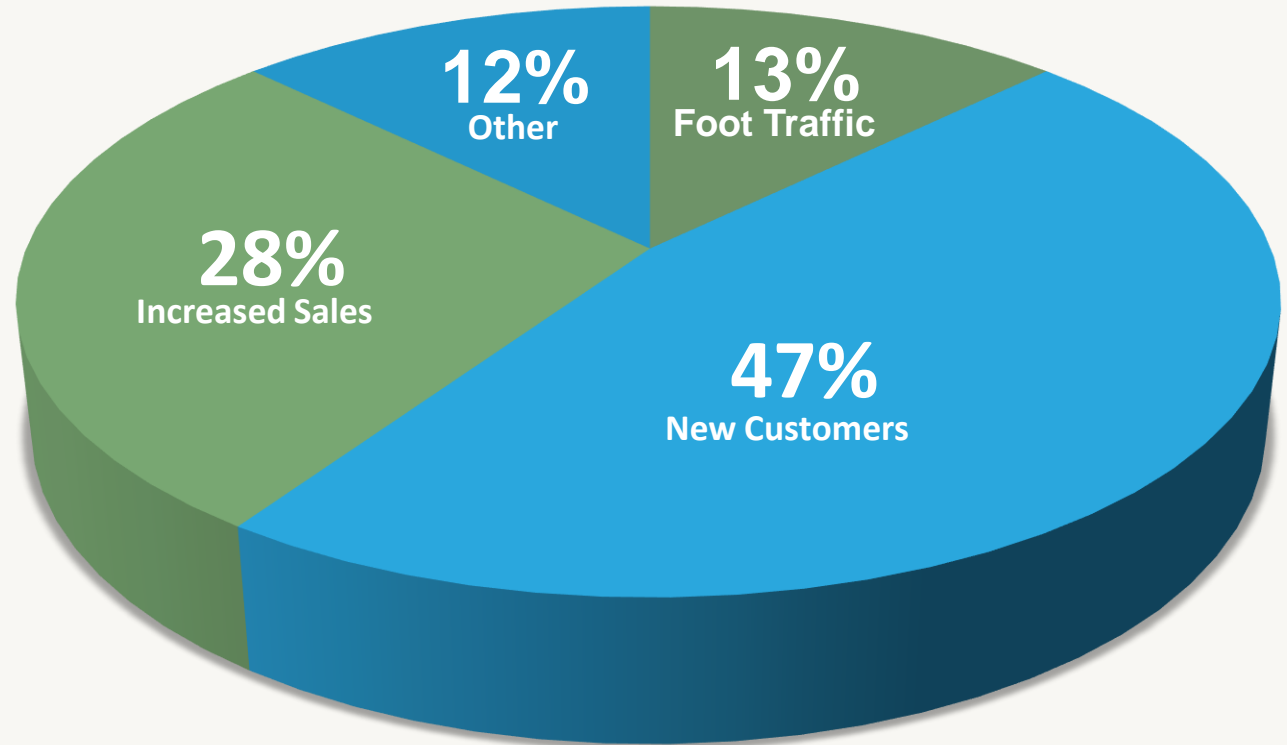
1. Merchant joins QuickGifts network and is submitted to Sam's Club buyer for selection.
2. If selected, merchant pays an upfront Campaign Management Fee (CMF) of \$250 per club.
3. Merchant supplies QuickGifts with 100% of the projected gift card/certificate campaign inventory requested by Sam's Club prior to launch. QuickGifts will ship requested bulk orders to Sam's Club Distribution Center on an as-needed basis.
4. QuickGifts will pay merchant \$.65 per \$1.00 of the gift card/certificate face value for each bulk order QuickGifts ships to Sam's Club Distribution Center.
5. QuickGifts will send payment within 30 days of requested order ship date to Sam's Club Distribution Center.



Merchant Survey on EVO Program



Greatest benefits of participating in EVO:



93%

Would Continue



91%

Overall Satisfaction



Sam's Club EVO Pull Card Example

Pull Cards are 9.5" wide x 13" high. To complete design, we need the following:



1. **Logo:** A high resolution logo is required — A vector format is strongly preferred so we can scale your logo without loss of image quality (AI, EPS, PDF). If using a raster file, the minimum resolution is 300dpi at final size.
2. **Background Color:** If you have a specific CMYK or PMS, please provide. If you don't have a preference, our designers will choose a color that compliments the assets you provide.
3. **Four Product Placement Pictures:** These four (4) images can be photos of your food or business (we need at least 2 food shots) at 300 DPI or better.



Other samples





Key Dates for a Successful Aug '17 EVO Launch

- **April 26, 2017:** All qualified merchant offers will be submitted to Sam's Club buyer for selection process.
 - *Qualified merchants must have completed QuickGifts standard online agreement and paid setup fee.*
- **May 12, 2017:** Sam's Club to complete merchant campaign placement selections.
- **May 24, 2017:** Merchant submits art assets (logo and product image) and 5 sample card/certificates.
- **June 15, 2017:** QuickGifts will notify selected merchants with 6-Month Campaign Agreement, forecasts and inventory needs.
- **June 30, 2017:** Merchant provides QuickGifts Fulfillment Center with 100% of projected campaign inventory.
- **July 15, 2017:** QuickGifts packages and ships initial order to Sam's Club Distribution Center.
- **August 2017:** Merchant's PULL CARDS will be placed on Permanent Fixture and gift card/certificates will be available for sale in select Sam's Clubs.





Sam's Club August 2017 EVO Offer Form

To be considered by the Sam's Club Corporate buying team for the August 2017 campaign launch, Merchant must print (this page ONLY), complete form, and return to QuickGifts by EOD, Wednesday, April 26, 2017.

Merchant Name (as it would appear on the pull card at Sam's Club): _____

Contact Name: _____ Contact email: _____ Contact phone: _____

Check which one Merchant currently sells in-house. (This is what Sam's Club members will be provided at checkout.)

_____ paper gift certificate _____ plastic gift card

Check one of the following that Merchant would like to offer in Sam's Club:

_____ 2 x \$15 for \$23.98 (best for treats, i.e. ice cream venue, donut shops, cupcakery, etc...)

_____ 2 x \$25 for \$39.98 (best for casual/family style dining)

_____ 2 x \$50 for \$79.98 (best for fine dining)

Initial the following that Merchant acknowledges:

_____ I have read and understand the terms of the program stated in previous pages and will adhere to the Key Dates for launch

_____ If selected, Merchant is subject to a \$250 Campaign Management Fee per club

_____ If selected, QuickGifts will pay Merchant 65% of the face value w/in 30 days of the ship date to Sam's Club Distribution Center

_____ If selected, gift card/certificate inventory supplied by Merchant for campaign will not be subject to any dormancy fees

Signature

Signature Name

Date

