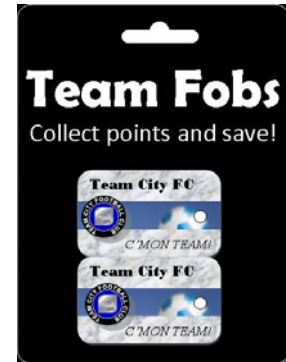


TeamCard Key Fobs – Applicable to every UK Club

Every club has a fan-base significantly larger than their registered members. The challenge has always been; how does a club draw their casual supporters to engage in traditional membership? The answer, we believe, is the TeamCard Fob.

The TeamCard Fob programme is a membership solution that can co-exist with any existing club infrastructure and is specifically designed to convert all fans into registered customers. The product consists of two uniquely numbered key fobs attached to a carrier, ready for fulfilment or retail sale.

Statistically, men are more likely to actively participate in a fob-based reward scheme than a card-based one. This is due to the 'easily to hand' convenience of a fob, also addressing the "not yet another card" objection.



Once acquired, Team Fobs can be registered giving the member access to their own TeamCard account. The club could decide to offer an opening balance of TeamCard points upon registration, effectively refunding the cost of purchase to the supporter. If they choose not to register, the supporter has paid a fair price for iconic club-branded merchandise.

Once the member has registered, the Team Fob can be used to earn points at the club shops, with high-street partners and at "TeamStreet", the official TeamCard 'Web-Mall' which includes over 450 of the recognised online retailers. The redemption of points can only take place at the club, thereby creating a marketing funnel back to source.



There is no need for servers, printing, personalisation, or, fulfilment (unless requested). TeamCard will dovetail with existing database systems and provide all transaction hosting.

In a nutshell, the club gains a membership growth strategy that provides registration and transaction data, and instant access to the online and national partner loyalty scheme. The scheme includes a comprehensive activity reporting suite - 24/7. As a membership expansion initiative, the economic case for TeamCard key fobs is simply compelling.