



Overview

TeamCard is a national sports membership initiative that combines passion, technology and commerce to create a powerful motivation for cardholders to actively participate.

The card scheme achieves critical mass and longevity by providing core operational features for the football and sports clubs. These features include membership, electronic ticketing, and access control. Therefore loyalty becomes a value-added feature rather than being the only reason for having a card.

The loyalty principles are simple. Cardholders will be directed through multiple communication channels to spend with partner businesses by preference. The cardholders who spend with the TeamCard partners will be rewarded based on points-per-pound spend and these points can be redeemed to lower the cost of their participation with their sports club.

Benefits for retail partners include:

- Participation in a national loyalty scheme with none of the associated set-up or operational costs
- Positive association for your business consolidated by the loyalty, passion and emotion of sport
- Focussed and direct marketing of your business to the cardholders
- Low cost participation in a sophisticated loyalty scheme, with full activity audit to monitor performance via each partners secure web-link
- Several simple card-reading implementation options
- Majority of cardholders are 18-35 year-olds with high disposable incomes
- Costs are proportional to success – payment only when points are issued

How does it work?

Every football and sports club has its own unique artwork on their card population, but to enable instant TeamCard brand recognition, every card carries the TeamCard hologram. Point of sale material provided to all partners displays only the TeamCard brand. In this way, the partners are not biased with any individual football or sports club. They are simply a TeamCard partner acknowledging all cardholders.

All football and sports clubs contractually provide TeamCard with marketing channels to promote the partners to their members. These channels may include advertising and editorial space in match day programmes and club magazines, club generated e-mails, web marketing and big screen content.

TeamCard also strive to develop local media partnerships with clubs, where possible, enabling communication of partner participation and promotional offers to a wider audience.

Members may also receive promotional material by post and web, promoting the participating businesses, their location and the level of reward they offer for trade.





TeamCard will work with retail partners to determine an appropriate level of points' award for their sector. We understand that the margins in petrol retailing are entirely different to those in fast food, and will work with each partner to set an effective award level. We will also be happy to assist on promotional campaigns with all partners.

Each partner is provided with a point-of-sale kit and a technical implementation guide for card reading, designed to dovetail with the existing point-of-sale equipment. This card reading implementation ranges from stand-alone readers, integrated card readers to simple barcode reading modules loaded onto PC based EPOS. Its purpose is to forward all transaction data to the TeamCard settlement host. Our objective is to provide a solution that suits the partner with the least implementation impact.

The cardholders buy goods or services from the partners as they go about their daily life, the card is presented and the appropriate points are awarded for the spend value. All transactions are forwarded to the TeamCard host, which collates all of the information so that each authorised party (cardholder, partner and Club) can see the activity (DPA protected) via a secure and password protected web-link.

TeamCard carry out a monthly settlement process. The partners are billed for the points issued, statements are provide to the Clubs, and the points are made available to the cardholders to spend on their passion.

Next steps

Each partner will be presented with the TeamCard proposition, at which time all of the above can be explained in greater detail. The next stages are as follows:

- Commercial agreement to proceed at an acceptable points-to-pound ratio
- A simple contract will be prepared to reflect the terms for a minimum of 12 months, along with a direct debit mandate
- A technical survey will be carried out to agree the most suitable reader solution for the partner
- Start dates will be agreed with a technical implementation in a staged rollout to suit the partner
- An awareness and marketing programme will be implemented at sports and football clubs to announce the partner into the TeamCard programme

“Align your business with their passion...”



Contact us now to find out more: 01334 476504 / sales@teamcard.co.uk