

LOYALTY
BOLD
PROGRAM

BELIEVE | OUTSTANDING | LOYAL | DEVOTED

DaySpring



800.944.8000 | <http://retailer.dayspring.com>



THE DAYSPRING VISION

Our vision is to see every person experience and express the life-changing message of God's love. This is our heart, and it's been our heart for over four decades.

THE DAYSPRING PROMISE

DaySpring believes in the power of relationships. We are committed to helping build your business with exceptional service and quality products with life-giving messages.

If we do not meet your expectations, please contact your DaySpring representative. Your satisfaction is our guarantee.





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WHY DAYSPRING?

OUR STRENGTH IS IN:

- Our People
- Product: Uniquely Designed In-House & Ethically Sourced
- Inventory: High In-Stock Percentage
- Customer Service In-House Team and Award-Winning Genesis Rep Group
- Easy Ordering Process Through:
 - <http://retailer.dayspring.com>
 - **800.944.8000**
 - **Genesis Rep Group**

OUR COMMITMENT

DaySpring is dedicated to growing our businesses together with our new annual BOLD Loyalty Program.

As you deepen your participation through the four tiers, you will unlock perks that will increase your store's profitability.

The BOLD Loyalty Program runs from January 1st to December 31st of each calendar year.



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TEN PRODUCT CATEGORIES

- Counter Cards
- Everyday Boxed
- Christmas Boxed
- DayBrighteners™
- Calendars & Planners
- Gifts
- Stationery
- Books
- Journals
- Christmas Gifts

PARTICIPATING IN MORE
PRODUCT CATEGORIES =
MORE REWARDS!





4 TIERS & REQUIREMENTS

DISCLAIMER: BOLD Loyalty Program only applies to domestic U.S. independent stores. Volume rebate applies to everything excluding: counter and boxed cards. Benefits for the BOLD Loyalty Program begin 2020. Each category requires a minimum \$100 net purchase. Net Sales: Wholesale \$ - Credit \$ = Net \$

1ST TIER

B

BELIEVE

ENTRY LEVEL

- Retailer website access
- Ability to order product online
- Customer Service Support

2ND TIER

O

OUTSTANDING

PARTICIPATE IN 3 PRODUCT CATEGORIES \$2,000 NET MINIMUM SALES OVERALL

- 1% net volume rebate (Rebate will be issued as DaySpring account credit)
- Rebate payable on all products excluding cards
- Store tracker list on dayspring.com
- Marketing support, one store event
- Product E-blasts
- PLUS TIER 1 BENEFITS

3RD TIER

L

LOYAL

PARTICIPATE IN 5 PRODUCT CATEGORIES \$7,500 NET MINIMUM SALES OVERALL

- 2% net volume rebate (Rebate will be issued as DaySpring account credit)
- Rebate payable on all products excluding cards
- Marketing support, two store events
- Orders ship within 24 hours (excludes weekends)
- PLUS TIER 1 & 2 BENEFITS

4TH TIER

D

DEVOTED

PARTICIPATE IN 7 PRODUCT CATEGORIES \$15,000 NET MINIMUM SALES OVERALL MUST INCLUDE COUNTER CARDS

- 5% net volume rebate (Rebate will be issued as DaySpring account credit)
- Rebate payable on all products excluding cards
- Private access day at shows
- Exclusive access to closeouts
- PLUS TIER 1, 2, & 3 BENEFITS

"L" & "D" ELIGIBLE FOR GRAND PRIZE DRAWING!



We appreciate you,
support you, and would
love to spend time with you!

What better way to honor you
than a **GRAND PRIZE TRIP** to the
DAYSRING HOME OFFICE?



DaySpring will welcome and entertain **FOUR** winning retailers from qualifying participants in categories "L" and "D" and their guest for a three-day, two-night, all-inclusive trip to the DaySpring home office. Visit the inspiring DaySpring corporate offices located in historical Siloam Springs, nestled quaintly on the edge of the breathtaking Ozark mountains of north-west Arkansas.

Be inspired by the true beauty of DaySpring and see how God's message comes alive through the stories and heart of the people. Stroll through our Editorial and Design departments and witness inspiring creativity in the making. Enjoy dinner with our Senior Leaders and hear their vision, love, and heart. Visit with the Sales Team and hear their journey of how God has inspired them to sell DaySpring products. Visit the award-winning art museum, Crystal Bridges, located in Bentonville.

We hope you are inspired and return home feeling relaxed, refreshed, honored, and excited about DaySpring and our product offerings.





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GRAND PRIZE DRAWING OFFICIAL RULES for the DaySpring BOLD Loyalty Program

Guest: Winner is welcome to bring ONE guest.

Airline Tickets: Flight arrangements for winner and guest will be arranged by DaySpring.

Hotel: Accommodations for the winner and guest will be provided and reserved by DaySpring.

Meals and Transportation: All meals and round trip ground transportation will be provided by DaySpring for the winner and guest.

A look behind the scenes with DaySpring Product & Creative Teams: Winner and guest will enjoy a behind-the-scenes tour at DaySpring and will meet the Creative teams that develop DaySpring's products.

Trip to see one of the must-see museums in the USA: Winner and guest will enjoy a fun trip to Crystal Bridges Museum of American Art in Bentonville, Arkansas. DaySpring will provide the winner and guest with round trip ground transportation.

Dinner and sharing with DaySpring Leadership: Winner and guest will have dinner with Senior Leadership Teams of DaySpring. All costs incurred by DaySpring.

Winner and guest need to know:

Register: All domestic U.S. independent stores are eligible. Your store will automatically be registered for the drawing if all requirements are met for "Tier L" or "Tier D".

Acknowledgment: Acknowledge that DaySpring is not responsible for any fees and surcharges incurred due to winners or guest's cancellation or changes in travel plans.

Travel Form: Be invited to fill out a DaySpring Travel Information Form.

Qualifications: Know trip qualification period ends December 31, 2020. DaySpring is not responsible for any data entry or transmission failures.

Notification: Will be notified by DaySpring by February 15, 2021.

Terms & Conditions: Know DaySpring reserves the right to modify terms and conditions if needed without prior notice. There is not a cash payout option for winners.

Rules: Know in the unlikely event of disputes, DaySpring has the final authority over the outcome and over the interpretation of the rules. Grand Prize drawing winners must confirm availability for the trip within one week or else a new winner will be drawn. The target date for the grand prize experience is April 2021.

1099 Form: Understand this trip is considered taxable income by the IRS. DaySpring will assist the winner with reporting requirements by including the value of this trip on a year-end 1099 form.



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BEAUTIFUL NORTHWEST ARKANSAS, HOME OF DAYSPRING



CRYSTAL BRIDGES
MUSEUM OF AMERICAN ART



FOR COMPLETE OFFICIAL RULES AND REGULATIONS,
PLEASE VISIT: <http://retailer.dayspring.com>