



Dear DaySpring Retailer,

DaySpring is excited to offer you something that will **enhance your card sales** and **draw repeat customers** to your store. DaySpring wants to help you build a loyal and consistent customer base for your retail store because we know that repeat customers are essential to the stable growth of your business.

This is why DaySpring's 9 & 1 Loyalty Card Program is so exciting. The tools in this promotional kit will help promote the program throughout your store and encourage your employees to ask customers to participate in the program.

The promotional kit includes the following items:

1 Counter Mat – Please place this near your cash register to prompt customers to inquire about the program.

1 Window Sticker (Multi Surface)

1 Metal Hook for display in your Everyday Card Run.

9 & 1 Loyalty Cards package – This package includes 20 sheets of 10 cards each for a total of 200 cards.

As part of the program, for every free, "10th" card you give away, DaySpring credits you a reimbursement of 75 cents.

Please contact your Genesis Marketing Account Executive with any questions or to order additional Loyalty cards.

Sincerely,
Your Friends at DaySpring

