

Do you need new, sustainable revenue sources?



Generate Group Club Rewards[®] allows clubs to use their membership systems to operate a community focused loyalty program for the club and local businesses.

Your club can leverage the significant membership assets of the club, to operate a profitable community based marketing program that will increase community participation, increase membership and secure new sustainable revenue sources while building your club brand as a valuable community asset.

Your club membership and marketing assets

- Existing card carrying member data base
- Existing card based loyalty and points payments programs
- Existing membership IT infrastructure and administration
- Existing marketing and promotional infrastructure
- Existing member communications
- Customer service desk operating for extended business hours
- Trained and experienced customer service staff

Generate Group Club Rewards[®] allows clubs to provide a marketing service to local businesses to create a mutually profitable loyalty program.

As a community group, the club and local businesses will be able to respond to the sophisticated marketing tactics of corporate business to secure community loyalty and increased revenue.

Members will be conveniently rewarded for supporting their local community without loss of comparable opportunity offered by larger retailers. Loyalty points earned from local businesses will be combined with loyalty points earned from the clubs food, beverage and gaming.

Generate Value



Generate Group Club Rewards



Generate Group Club Rewards® will extend your existing membership loyalty and promotions systems into your local community with a simple to use GSM mobile terminal that uses the mobile phone network to link to your existing member's rewards program.

Your members can use their existing membership card, when they visit your chosen local businesses, to enjoy the same value that the card provides within your club. Your members will earn and spend loyalty points as well as receive entries into your club loyalty promotions. This will generate new value for you, your club, members, local businesses and the local community.

Because Generate Group Club Rewards® allows you to limit where the card is used and to influence member shopping preferences, it generates a measurable value that your chosen local businesses will pay for.

Club Rewards will help you to improve branding and positioning for your club as a leading community asset that provides high value through the membership card.

Key features of Generate Group Club Rewards are;

- Uses the existing membership card
- Combines loyalty points earned from local businesses with loyalty points earned from the club
- Points award rates can be chosen by individual business
- Attracts contributions from participating businesses
- Provided as a managed service with rapid and easy deployment.
- Eliminates administration on prizes, vouchers, fuel cards etc.
- Includes chosen local businesses in club loyalty promotions
- Interfaces to all gaming points systems
- Independent of POS or fully integrated into Generate POS
- Easy to use GSM mobile terminal



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