

ATTACHMENT 3



Yiftee Comm Card BOGO Campaign Quickstart

(Please complete sections in orange)

Community and Campaign Name: (e.g., COVID Recovery 2021) Lake Forest Shop & Dine Community Gift Card

Contact Name: Tim Campbell

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Campaign Start date: 5/27/2024 **Stop date:** "while supplies last" or date: While supplies last

Campaign budget: \$ 564,000 Yiftee must receive funds by check or ACH (minimum \$2500) pre-launch to pay for bonus gifts. Promotion will automatically cease when funds run out. Optional alert when balance drops to a certain level. **Alert at amount:** \$ 150,000

Offer description/banner copy: check A, B or C below and specify amounts. Please create a banner using this copy (760 x 100, example on pg 2).

 A. 50% or 100% match any value, example: Buy a card for any value \$10-\$125 and get a matching value bonus card. Limit X bonus cards per purchaser. Available while supplies last. Bonus cards must be used in X days. **Purchased card range:** \$ to \$. **Match level (check one):** 50% or 100%. **Limit:** or none. **Expires after # days:** or date: .

 B. Total shopping cart value, example: Get a \$20 bonus gift for every \$80 you spend. Limit X bonus cards per purchaser. Available while supplies last. Bonus cards must be used in X days. **Get a \$ bonus gift for every \$ you spend. Limit:** or none. **Expires after # days:** or date: .

 C. Specific price points, example: Buy \$25 and get a \$10 bonus gift; buy \$50 and get a \$20 bonus gift; buy \$100 and get a \$40 bonus gift. Limit X bonus cards per purchaser. Available while supplies last. Bonus cards must be used in X days. **(1-5 levels allowed, only specific price points)** Buy \$ 50, Get \$ 50; Buy \$ 100, Get \$ 100; Buy \$, Get \$. **Limit:** 3 or none. **Expires after # days:** 180 or date: .

Optional limits: You can define a limit of 1,2,3,4,5,9, or 10 bonus gifts per purchaser, or \$50, \$125, \$300 total bonus gift value per purchaser (irrespective of recipients). Only those values are available. Limit applies to entire campaign duration, restarts for new campaigns.

Buyer \$1+5% eDelivery fee: Who pays buyer eDelivery fee, x you or buyer (check one) Bonus gift \$1 eDelivery fee and customer eD fees (if elected) paid out of funds on deposit.

Refunds: Purchasers may contact support@yiftee.com for refunds but Yiftee will retain the eDelivery fee regardless of who paid it to cover costs.

Bonus Card expiration: 180 days from card issue or a specific date: . When gifts expire, Yiftee returns the unused amount to Community, **less restocking fee** which is the lesser of 10% of the original bonus gift value or the remaining unused amount of the gift.

www.yiftee.com – 325 Sharon Park Drive #215, Menlo Park, CA 94025 – (650) 533-0938



Bonus gift message (255 char limit, example): Thank you for purchasing the Lake Forest Shop and Dine Card. Enjoy this bonus gift - designed to support our independent restaurants and retailers. To spur the economy quickly, this bonus gift will expire 6 months after purchase. Make any changes you want or write a different message here, but please stay within character limit.

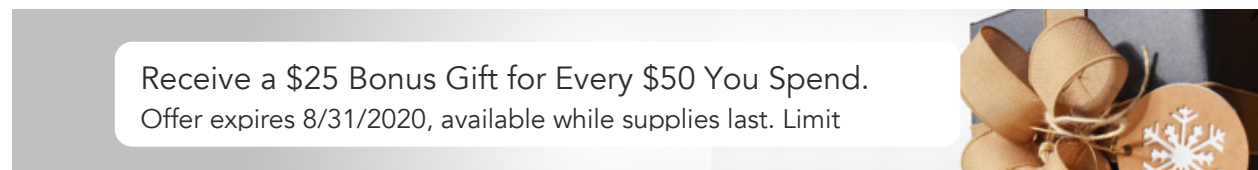
Bonus gift signature (25 char limit, who it is from): City of Lake Forest.

Campaign changes are not allowed once campaign has been launched. Yiftee requires a minimum of 48 hrs from signed Quickstart to implement; funding and banner must have been received prior to implementation. Minimum 1 week in between campaigns to avoid confusion.

Bonus gift terms: The terms including expiration, bonus value and limits (if applicable) should be clearly stated on your web site, marketing materials and in the banner on the Yiftee gift purchase page. Please submit all planned advertising of the program for Yiftee review prior to launch. We want to make sure that all restrictions and terms are clearly articulated in the material that advertises the program. Do not begin marketing prior to campaign start date. If marketing starts prior to campaign start date, Yiftee reserves the right to deliver bonus gifts to early purchasers once the campaign begins.

Required Images:

Please provide a 760x100 pixel banner that clearly states your promo language such as



Gift card 300 x 200 pixels minimum:

We can use your regular card image, or you can provide something custom. We recommend not a complete change so as not to confuse merchants, but you could add a BONUS indication.

Fee for promotion: Program Fee: waived (normally \$100/location)

eDelivery fee: \$1/gift sent, deposited in advance of campaign start by check or ACH, along with gift funds.

Restocking fees for expired bonus gifts as described above.

Accepted on behalf of Community

Yiftee, Inc.

Signature _____

Print Debra Rose, City Manager

Donna Novitsky,
CEO

Date _____