

# Foodservice Rewards®

## Sales Incentive Program

A NEW channel incentive

### OVERVIEW

Co-funded by BI, the new sales incentive program is an opportunity for Sponsors to improve mindshare with your sales channel – both your internal sales team and/or your Sales & Marketing agencies. Through this new program, you can reward them for enrolling new operators in Foodservice Rewards and other activities.

### HOW IT WORKS

- Sponsors provide BI a list of sales group(s).
- For each group, Sponsor provides the following data:
  - Company Name
  - Salesperson First and Last Name
  - Salesperson Mailing Address
  - Salesperson Phone Number
  - Salesperson Email Address
- BI loads data and creates Foodservice Rewards accounts for each salesperson.
- Each salesperson receives a quantity of Gift Cards personalized with their unique enrollment code. Quantity TBD by Sponsor, subject to a minimum of 25.
- BI will award each new operator enrolled 500 points – **and** 250 points to the salesperson, at **BI's expense**.



Sample Gift Card

### PRICING

- BI pays for:
  - Loading of the salesperson data
  - Creating, maintaining and hosting the individual rewards accounts
  - Basic program reporting
  - Issuance of 1099's (where applicable)
- Sponsors pays for:
  - Printing of Gift Cards shipping in bulk to each group.
  - Gift cards will arrive in bulk to each location, individually boxed for each salesperson.

Order	Price
1,000 – 1,499	\$ 1.50
1,500 – 2,999	\$ 1.15
3,000 – 4,999	\$ 1.00
5,000 – 9,999	\$ 0.75
10,000+	\$ 0.50

Notes:

- 1) Minimum order quantity is 1,000 Gift Cards.
- 2) Sponsor pays \$10 per shipping location + actual shipping costs.

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### NOTES

- Minimum 25 Gift Cards per salesperson.
- Maximum 250 operator enrollments per salesperson.
- BI provides Sponsor with 1099 reporting.
- Sponsors may also purchase the complete, 132-page Awards Album for \$6.00/each. Custom covers available. Call for estimate.
- Sponsors may also purchase additional points for other incentive activities at \$0.02/US point and \$0.025/Canadian point.



Sample Custom Awards Album

### NEXT STEPS

- Contact John Neupauer at (952) 844-4566 or Sandy Younger at (952) 844-4762.
- Provide BI with Gift Card artwork. (See requirements below.)
- Provide BI of the number of salespeople per group and number of gift cards to be provided to each.
- Provide BI with the data file for each sales group.

### GIFT CARD SPECIFICATIONS

- Digital card printed 4 color over 4 color
- Size, Thickness and Die: 2-1/8" x 3-3/8", 30 MI card with standard die
- Print Overs: There can be up to a 10% print over per order and Sponsor will be billed at actual.

### ART FILE SPECIFICATIONS

- Preferred Formats (Mac): QuarkXpress, Adobe Photoshop, Pagemaker, Adobe Illustrator, Macromedia Freehand
- Supported Formats: Adobe InDesign (Mac), Preferred Formats PC Versions, Photoshop TIF or EPS (300 DPI placed at 100%), Illustrator EPS (with embedded photos converted to CMYK and hi-res before embedding), PDFs (cannot have been converted to TIF format. Must have graphics converted to CMYK and be hi-res before creating PDF)
- Fonts & Colors: Must include all fonts and note all PMS colors
- Compression: Stuffed and/or Zipped files preferred