

THE TIGER TEAM CLUB CARD

For Business Members of Tiger's Eye Society

What if your "most effective" advertising campaign cost you as low as only \$450 / year? *

AND Delivered...

New Customers

Repeat Customers

Co-op Advertising Opportunities

Handled Your Monthly Email Blitz?

Opportunities to be a seminar sponsor?

**An employees' benefit package
" like something from the good ol' days?"**

* Small business rate is \$450/ year.
Other business at slightly higher rates.
Free to nonprofit associations, chambers
of commerce and board of trade, arts &
entertainment charity-registered, and
professional trade associations

**Tiger Team Club Card
Tiger's Eye Productions Society
1903-13383 108th Avenue
Gateway - Surrey, BC V3T 5T6
(604 583-8729**

**Tiger's Eye Society: Empowering Businesses and Communities.
We want to be part of your success story.**

TIGER TEAM CLUB CARD - BUSINESS MEMBERSHIP

***INCREASES YOUR MARKETING AND BUYING POWER -
CUT YOUR COSTS, SAVES YOU TIME!***

Advertising:

- **We advertise You to Tiger's Eye Members, Email Opt In Subscribers, Business, Arts & Entertainment, and Trade Associations Members:** Tiger Team Club Card promotes your business, and encourages repeat business. Other companies' employees receive your promotion as an employee's "perk or benefit". You are a "warm" business referral!
- **Co-op Advertising - Gift certificate re-distribution:** \$1000 of your gift certificates are redistributed through Tiger Team Club Card Program with other member: restaurants, arts, entertainment venues, trade associations, chambers of commerce, etc. in Greater Vancouver. Use for customer or employee appreciation, or drawings.
- **OPTIONAL Email Blitz:** Advertise monthly in the email blitz to members.
- **OPTIONAL: Seminar Sponsor:** For Tiger's Eye / Tiger Watch CIR seminars.

Discounts:

- **Business Products and Services of other Member Companies:** Examples: law firms, Petro Canada gas and garages*, fireplace cleaning, and more...
- **20% Discount on Tiger Watch CIR Community Intelligence Seminars:** Business intelligence, small business owners, disability issues, strata property owners rights, seniors, and more.
- **20% Discount on Business Research - Tiger Watch CIR.** Market research, focus groups, etc.
- **10% Discount annual service fee:** "Tiger Tracker"™ and "Sit, Tiger."™ Business Intelligence Software.

Employees' Benefit:

- **OPTIONAL: Discount on Employee Tiger Team Club Card Membership:** Enroll your employees as Tiger's Eye Tiger Team Club Members and give them "old time extended employee benefits" at a fraction of the cost you could do on your own! (Employees may also join on their own for a higher fee.)

TIGER TEAM CLUB CARD BUSINESS ENROLLMENT FORM

PLEASE PRINT

DATE: _____ DELIVER MONTHLY NEWS/ DISCOUNTS BY ___EMAIL ___MAIL

NAME: _____

COMPANY: _____

POSITION/TITLE: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

PHONE: _____ FAX: _____

EMAIL: _____

PUBLIC RELATION / ADVERTISING ANNUAL FEES + 7% GST:

___ Non-profit / charitable venues:

Theatres, museums, galleries, chambers, trade organizations. = "Free" w / gift certificates or passes provided. BC SOCIETY or CHARITABLE REGISTRATION # _____

___ For profit companies:

___ **Restaurant / Service-based small business** (dry-cleaners, restaurants, florist, etc.) = \$450/ year. Note: multiple locations: 2 = \$900 / year, 3 or more = \$1000 / year

___ **Professional service entrepreneur** (accountant, lawyer, engineer, architect, etc.) = \$600/ year.

___ **Professional service or product-based firm** (accounting or law firm, etc.) = \$800/ year.

___ **Medium /Large Product/ Service based company** (car dealership, bank, hotel, supermarket, etc.) = \$1000/ year. Note: multiple locations: \$1,000 each / year.

___ **My \$1000 in Gift Certificate are:** ___ Enclosed here. ___ Coming by mail (Sponsor responsible for delivery/ receipt by Tiger's Eye).

___ Email Blitz, Employee Benefits, Seminar Sponsorship

___ **Email Blitz:** Bill me annually for the monthly **email blitz** to member and subscribers. - \$1000 (If billed with enrolment, 10% discount, i.e. \$900). Individual month requests: \$100 each.

___ **Employee Enrollment:** I am including a list of **employees who we are enrolling in Tiger Team Club** to receive benefits. We will be billed \$50/ year for each, + \$15 for any who require mail delivery.

___ **Seminar Sponsorship:** Please contact me with more information.

Payment Method:

Cash Cheque VISA / Mastercard / AMEX

EXP.

C/ CARD # _____ DATE: _____

NAME (as it appears on the card): _____

SIGNATURE: _____

Membership is annual. No refund for cancellation. Membership IS transferable - call to report changes. 90 days written cancellation required to terminate membership before anniversary / renewal date. See "fine print" information for more detail.

VISA/ Mastercard / AMEX orders can be FAXed to (604) 583-8749

Please make cheques payable to: Tiger's Eye Society

**Mail to: Tiger's Eye Society, Marketing: 1903-13383 108th Ave. Surrey, BC V3T 5V2
(604) 583-872**

TYPE OF GIFT CERTIFICATE: (You may have one or more kinds of certificates, but the overall total should equal at least \$1000.)

_____ # at Value \$ _____ each, for _____ (redeemable for?)

_____ # at Value \$ _____ each, for _____ (redeemable for?)

_____ # at Value \$ _____ each, for _____ (redeemable for?)

BUSINESSES - FINE PRINT for TIGER TEAM CLUB CARD:

TO: Tiger's Eye Society

I understand that your Society will be representing us in your advertising program, **Tiger Team Club Card**, when you meet with other businesses (owners or managers), contact your members of **Tiger's Eye Society (Tiger Team Club Cardholders)** and opt-in email subscribers in British Columbia - the Lower Mainland. IF WE HAVE OPTED IN: I understand you will also be representing us as a sponsor for your **Tiger's Eye Society Seminars**. (Owners or Managers we define as someone with a business that has managerial or significant decision-making responsibilities or is a corporate officer, other corporate employee, or partner, or individual entrepreneur.)

Tiger's Eye Services and Reporting to You: Tiger's Eye Society, i.e. the "Tiger Team Club Card Program" will act in a public relations / advertising role for you as it interacts in person, via email, phone, or fax with other businesses and individuals. We must comply with both provincial and federal laws maintaining confidentiality of membership and contact name lists. **Tiger's Eye Society** will provide reports to you on the names, addresses and contact information of businesses, and / or names of any community individual recipients (seminar door prize winners or crisis support receivers (disabled or seniors) which have received your gift certificates.

Requirement of Sponsor (Your Business): 1) Sponsor agrees to hold **Tiger's Eye Society** reports in confidence for its own use. These reports cannot be rented, leased, sold, or distributed in any way to others. "Confidentiality" is now both a federal and provincial law. 2) Sponsor agrees to offer a set discount -- OR free product / service which is given or offered each time a **Tiger Team Club Cardholder** arrives at your business and makes a purchase. This discount must be a minimum of 10% or \$4.00, whichever is higher - and be applicable to a minimum of one person, i.e. no "2 for 1's" requiring more than one person to come to the business. 3) Sponsor will prepare gift certificates (minimum total value \$1000, maximum value per each \$250) and deliver to **Tiger's Eye Society** for distribution to other businesses for the "co-op advertising" portion of the **Tiger Team Club Card Program**. 4) Sponsor will do its best to work smoothly with **Tiger's Eye Society** to help market its public relations services and promote Sponsors business.

OPTIONAL: ___ MONTHLY EMAIL BLITZ: Sponsor is opting in to participate in monthly email blitzes and agrees to provide **Tiger's Eye Society** with a monthly promo offer to be distributed in the monthly email blitz. Details of this promo offer must be worded in less than 100 words, and be a minimum of a 10% discount, OR a free product / service - no "2 for 1's" and have an expiry date of no more than 30 days after email blitz is sent out ("time sensitive"). Sponsor who enrolls in an annual plan is receiving a 10% discount for this plan - with the option of not offering a promo for any two months. One -off Blitzes: \$100/ each. Annual fee: \$980.

OPTIONAL: ___ EMPLOYEES' SIGN UP: Sponsor is opting to sign up the business employees as **Tiger Team Club Cardholders**. Sponsor understands he/ she will be billed and PAID annually for the membership fee. This fee then can be paid directly by the Sponsor -or- deducted from the Sponsors' payroll cheque run (i.e. employee pays for the benefit). Employees membership fee: \$50 / year each. Hard copy postage and handling fee: if required: \$15/ year. [Employees may sign up directly for \$80/ year.]

OPTIONAL: ___ SEMINAR SPONSORSHIP: Sponsor indicates an "interest ONLY" in seminar sponsorship. Sponsor-ship for literature table, or distribution of materials are: \$50 per business card stack, \$100 per brochure and \$150, for an 8.5" x 11" flyer / each. **Tiger's Eye Society** averages between 10-16 seminars per year.

Category / Fee: This sign-up agreement is to provide public relations services for a:

___ Non-profit charitable venues: (theatres, museums, galleries, etc. = "Free" w / gift certificates/ passes. CHARITABLE REGISTRATION # _____

___ Annual Fee Per Year For profit companies:
Restaurant / Service-based small business (dry-cleaners, restaurants, florist, etc.) = \$450.

___ Note: multiple locations: 2 = \$900 / year, 3 or more = \$1000 / year
Professional service entrepreneur (accountant, lawyer, engineer, architect, etc.) = \$600.

___ Professional service or product-based firm (accounting or law firm, etc.) = \$800.

___ Medium /Large Product/ Service based company (car dealership, bank, hotel, supermarket, etc.) = \$1000. Note: multiple locations: \$1,000 each.

Sponsor agrees to defend **Tiger' Eye Society and Tiger Team Club Card**, its agents and /or employees and hold them harmless from all claims, damages, losses and expenses with respect to any liability, which is asserted against **Tiger's Eye Society** arising from the quality of character of any of Sponsors services.

Duration: This is an annual program. Anniversary date is Sponsor's sign up date. If either **Tiger's Eye Society** or Sponsor wishes to terminate this Agreement at the end of the annual program, Sponsor agrees to give **Tiger's Eye Society** ninety (90) days written notice to indicate desire to terminate services. Any termination we give you will be mailed to your businesses. Termination from Sponsor will be acknowledged in writing by **Tiger's Eye Society**. It is the responsibility of Sponsor to notify **Tiger's Eye Society** of any employee, who is a **Tiger Team Club Cardholder**, who has been terminated, and should not be renewed for membership at the end of the year. (Since this is an annual membership, there is no rebate for a terminated business or employee membership. Employee card remains active through the year, or can be transferred.)

Tiger's Eye Society may cancel this program at any time without notice, if in its judgment, Sponsor's professional license or qualifications are endangered, or competency, reputation or community standing is questioned, OR Sponsor is not fulfilling discount or promo per agreement, without offering a substitution or "rain cheque". **Tiger's Eye Society** will not be held liable for any delay in, or cessation of services by any Sponsor, which is beyond our reasonable control.

Entire Agreement: This Agreement is the entire understanding between both Parties: **Tiger's Eye Society** and Sponsor. It is subject to cancellation only as above. It may only be altered in writing and signed by both Parties. This Agreement is subject to the Laws of British Columbia, Canada.

Signed this _____ day of _____, 200 ____

NAME / Tiger's Eye Society

NAME / TITLE

COMPANY

Accepted by Tiger's Eye Society
On: _____(date)

ADDRESS

CITY PROVINCE POSTAL

**TIGER TEAM CLUB CARD - EMPLOYEES' MEMBERSHIP - \$50/ YEAR *
INCREASES YOUR BUYING POWER!**

- Discounts to restaurants, arts and entertainment venues in Greater Vancouver.
- Discounts to retailers, business services, etc. Examples: restaurants, law firms, gas discount and garages, fireplace cleaning, and a lot more...
- 20% Discount on advocacy / mediation support: Trouble-shooting strata council problems, ICBC, eldercare - special needs siblings issues, (basic) NAFTA visa issues, condo landlord issues, school and university issues, and more - just ask!
- 20% Discount on Tiger Watch CIR community intelligence seminars & support meetings: Disability seminars, strata property owners' seminars, seniors, small business owner seminars and more
 - 20% Discount on research through Tiger Watch CIR.

*** EMPLOYERS: BILLED DIRECTLY TO YOU. MAY BE GIVEN AS A BENEFIT, DEDUCTED FROM PAYROLL. [EMPLOYEES JOINING /CHARGED DIRECTLY: \$80 / YEAR]**

DATE: _____ DELIVER MONTHLY NEWS/ DISCOUNTS BY ___EMAIL ___MAIL

NAME: _____

COMPANY: _____

POSITION/TITLE: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

PHONE: _____ FAX: _____

EMAIL: _____

**** DIRECT ENROLMENT: PLEASE COMPLETE BILLING INFORMATION BELOW. ****

Payment Method: **NOTE: Additional \$15/ annual fee for monthly blitz to be mailed.**

- Cash Cheque VISA / Mastercard / AMEX

EXP.

C/ CARD # _____ DATE: _____

NAME (as it appears on the card): _____

SIGNATURE: _____

Membership is annual. No refund for cancellation. Membership IS transferable - call to report changes. 90 days written cancellation required to terminate membership before anniversary / renewal date.

BY FAX: VISA/ Mastercard / AMEX FORMS to (604) 583-8749

Please make cheques payable to: Tiger's Eye Society

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