

Corporate Membership Packages	STANDARD \$7,500	DELUXE \$10,000	PREMIUM \$13,500
Memberships/Seat Licenses	Up to 4	Up to 4	Up to 5
<b>All Loyalty360 Brand Members Receive:</b>			
Loyalty Management Magazine digital subscriptions, access to member-only content including interviews, podcasts, videos, research and reports (non-analyst), on-demand webinars, and use of Loyalty360 Member logo on marketing (print, email, website) collateral.			
<b>Resource Access:</b>			
Loyalty360 Member-Only Research, Case Studies, Infographics, and Data Sets	✔	✔	✔
Loyalty360 Loyalty Program Hub and Customer Loyalty Statistics Database	✔	✔	✔
Find a Partner - Online portal access for new technology and service offerings	✔	✔	✔
Loyalty360 Industry Report Access (ex: Emotional Loyalty, Personalization)	✔	✔	✔
Lunch & Learn: Present Your Loyalty Program to Brand Members for Review	N/A	✔	✔
Brand Networking (via email)	N/A	✔	✔
1:1 Meetings with Other Loyalty360 Brand Members	N/A	N/A	2 guaranteed
<b>Loyalty360 Analyst:</b>			
Loyalty University - Topic-based industry training (Live and On-Demand) -- Certification and continuing education credits based on active seat license <small>**Certification credits may be an additional fee for Standard Level Members.</small>	✔ **	✔	✔
Meeting Cadence (Program Review/Content and Marketing Opportunities)	Bi-Annually	Bi-Annually	Quarterly
Loyalty360 State of Customer Loyalty Presentation to Your Team	Yearly	Yearly	Bi-Annually
Loyalty360 Analyst Brief (Tech/Agency Partner Specific) Access	N/A	✔	✔
Loyalty360 Analyst Report Access (ex: Technology Today, Quarterly Updates)	N/A	✔	✔
Brand-to-Supplier Introductions (via email and video meetings)	✔	✔	✔
Ability to Participate in Loyalty Metric/Benchmarking Surveys (Standard)	N/A	✔	✔
Analyst Advisory Days (Virtual or On-Site)	Available as an additional opportunity for Loyalty360 Members		
Technology/Agency Partner Sourcing (RFI and RFP Support)	Available as an additional opportunity for Loyalty360 Members		
<b>Program Branding Opportunities:</b>			
Daily News and Press Release Submission (Industry News)	✔	✔	✔
Loyalty Management Digital Magazine Feature - Video/Podcast Included	✔	✔	✔
Loyalty Management Digital Magazine - Full-Page Ad	N/A	N/A	✔

<b>Association Participation:</b>			
Loyalty360 Advisory Board (Application Required)	✓	✓	✓
<b>Community/Networking:</b>			
"Brand Panel" Access - Online Brand-Only Member Community	✓	✓	✓
Digital Roundtables: Topic-Based Member Meetings (Live + On-Demand via Brand Panel)	✓	✓	✓
Loyalty360 Member Benefits Program	✓	✓	✓
Mentorship Program - Based on Active Seat License	✓	✓	✓
Peer-Based Networking Group - Based on Active Seat License	N/A	✓	✓
<b>Additional Association Involvement:</b>			
Conference Pass Discount (Loyalty Expo/Customer Expo Only)	15% off (4 uses)	25% off (4 uses)	50% off (5 uses)
Loyalty360 Job Board Postings (Per Year)	1	2	4
Loyalty360 Member-Only Awards Consideration + Discount on Loyalty360 Award Entry Fee	✓	✓	✓

All membership benefits above are tied to seat licenses. Each membership level can purchase additional seat licenses/memberships for \$1500/each.

Membership Levels & Pricing	STANDARD \$9,500	DELUXE \$20,500	SILVER \$29,500	GOLD \$39,500
Memberships/Seat Licenses	2	3	5	7
<b>General Association Benefits:</b>				
Customized Loyalty360 member page in membership directory, use of Loyalty360 Member logo on marketing collateral, access to member-only content including In-Depth Exclusive interviews, podcasts, on-demand webinars, Loyalty360 loyalty program hub, and customer loyalty statistics database.				
Complimentary 6-month trial memberships (for brand clients)	1	2	3	4
Opportunity to Participate in Loyalty360 Supplier Member Committee (Application Required)	N/A	YES	YES	YES
<b>Content Opportunities with Loyalty360 Including:</b>				
All Loyalty360 members have the ability to contribute: Loyalty Today blog posts and press releases for Industry News.				
Q&A Interviews (Conducted w/ member by Loyalty360, posted as Daily News)	up to 1 per year	up to 2 per year	up to 2 per year	up to 2 per year
Quote Contributions for Loyalty Trends Articles (posted as Daily News on Loyalty360.org/potentially Loyalty Management Magazine)	up to 4 per year	up to 6 per year	up to 6 per year	up to 6 per year
Loyalty Management Digital Magazine - Article Submission (Member provided) - Thought Leadership/Best Practices	1 per year	1 per year	1 per year	2 per year
Research & Reports Submission + Lead Generation (Case Study, Whitepaper, Research) - Member Provided (Posted in Research & Reports)	up to 2 per year	up to 3 per year	up to 3 per year	up to 4 per year
Loyalty Live Interview (Video + Podcast) - produced by Loyalty360 (Posted on YouTube and Spotify)	1 per year	2 per year	2 per year	2 per year
30-Minute Webinar + Promotion (Content provided by member) - Topic subject to approval by Loyalty360	N/A	1 per year	1 per year	1 per year
Loyalty University Digital Workshop - Supplier Member Presentation to Loyalty360 Brands (Live and On-Demand)	N/A	N/A	1 per year	2 per year
Mini-Forum Session w/ Loyalty360 Brand Members (Post Loyalty University Follow-Up Discussion)	N/A	N/A	N/A	2 per year
<b>Loyalty360 Analyst:</b>				
Featured Technology/Service On-Boarding Interview and Article	YES	YES	YES	YES
Find a Partner Listing	YES	YES	YES	YES
State of Customer Loyalty Presentation to Your Team	Yearly	Yearly	Yearly	Bi-Annual
Analyst Brief, conducted by Loyalty360 Analyst (Loyalty360 creates multi-page brief)	N/A	YES	YES	YES
Brand Client Access Codes for Supplier's Analyst Brief	N/A	10 Access Codes	25 Access Codes	35 Access Codes
Additional Analyst Briefings (60-minute Supplier Update Meeting + Demo)	N/A	1 per year	1 per year	1 per year
Opportunity for Inclusion in Industry Reports (ex: Emotional Loyalty, Personalization, etc.)	N/A	YES	YES	YES
Loyalty360 Industry Report Sponsorship (Company logo on report cover and contributed afterword) **WEBINAR/LEADS NOT INCLUDED	N/A	N/A	Report Co-Sponsor (1 per year)	Full Report Sponsor (1 per year)
Inclusion in Analyst Reports (ex: Technology Today)	N/A	YES	YES	YES
Distribution Rights for Technology Today/Industry Reports	Contact Loyalty360 for Pricing			
Discount on Purchase of Loyalty360 Analyst and Industry Reports (ex: Technology Today)	N/A	YES	YES	YES
<b>Advertising:</b>				
Email Ad: (625*60) - Top of Email - Run of 1 Week	1 per year	1 per year	2 per year	2 per year
Email Ad: (625*60) - Middle/Bottom of Email - Run of 1 Week	N/A	1 per year	1 per year	2 per year
Web Ads: (250*250) - Throughout website - Run of 1 Month	1 per year	1 per year	2 per year	2 per year

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<b>Advertising (Cont'd):</b>				
Loyalty Management Digital Magazine - Ad Placement (Per Year) - Published Quarterly	One Quarter Page Ad	One Half Page Ad	One Half Page Ad	One Full Page Ad
Loyalty360 Job Board Postings	YES	YES	YES	YES
Loyalty360 Leaders in Customer Loyalty Podcast Sponsor	N/A	1 Podcast Sponsorship	2 Podcast Sponsorships	2 Podcast Sponsorships
<b>Conference Benefits:</b>				
Conference Registration Discount *cannot be combined with other conference discounts; must be a Loyalty360 member to attend expos*	25% off 1 pass/year*	25% off 2 passes/year*	50% off 2 passes/year*	50% off 3 passes/year*
Best in Class/Top 10 Awards (Loyalty360 Member-Only Awards) Consideration/Discount on Loyalty360 Award Entry Fee	YES	YES	YES	YES
<b>Additional Opportunities:</b>				
30-minute webinar + promotion (content provided by member) - Topic subject to approval by Loyalty360	\$8,500/each			
Promotional Email Blasts (Content subject to Loyalty360 approval)	Contact Loyalty360 for Pricing			
Loyalty360 Industry Report Sponsorship	Contact Loyalty360 for Pricing			
On-Site/Virtual Analyst Advisory Days + Travel	Contact Loyalty360 for Pricing			
Client Case Study Report	Contact Loyalty360 for Pricing			
Loyalty360 Conference Sponsorship/Exhibitor Opportunities	Contact Loyalty360 for Pricing			