



Blue River Bowl

CONTACT

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Dear Ford Dealership:

My name is Tom Hebbe, owner of Blue River Bowl located just two miles down the street from your dealership. As you are probably aware, Blue River serves thousands of customers every year and I believe we have designed a way to drive a large number of these customers to your dealership without any advertising or marketing costs.

Why would I do this? We think the relationship with our customers and your Ford dealership will add value and increase spending so both of our businesses will benefit. Let me explain briefly and we can work out the details if you are interested in the concept.

Blue River is in the process of installing a world class customer loyalty program with the capability to do some pretty amazing things. We can go over the details later, but one of the applications allows my custom gift, rewards and fundraising card (pictured here) to be used just like a credit card at multiple locations but with protected balances and private database building for each of the locations which accepts my card.

This means (for example) that I can 'load' a free oil change to your dealership on my card and each one of my customers would then have to visit your dealership, swipe their card (like a credit card) and redeem their free oil change. The real value prop of my program kicks in with the first visit. When the card is swiped, all of the data (which has already been collected by my bowling center) is now transferred to **your private database!** All of your Ford data is private and all of my bowling center data is private.

The initial value loaded on the card (which can be repeated any time) drives my customers to your dealership. The automated database building allows you to establish a relationship with them and communicate with them via text or email for years to come. My program also includes the ability to 'query your data' and send relevant communication based on visits, purchases and more in order to bring them back and persuade them to join the Ford family.

In addition to the database building and communication tools included in my program, you can also offer your own custom gift card applications; cash back rewards, and exclusive fundraising benefits. This type of loyalty technology has never existed before and you get it all just for working with my center. As you know, customer loyalty and cause marketing is a multi-billion dollar industry, so having proprietary technology to communicate and reward customers while working together to fund our community can be very advantageous for both of us.

I prefer to work with one auto manufacturer or dealership in our community so you are getting the first notice. The relationship between us would be exclusive in your space

Here are a few ideas I would like to discuss with you.

1. We take one of Ford's popular 2011 models and park this vehicle inside of my center or directly at the main entrance where everyone coming to my center will have a chance to look the vehicle over without any sales pressure. We will place a sign on the vehicle instructing customers to inquire at the front desk should they desire to take a look on the inside. In addition, we will offer 25 free games of bowling for anyone who takes a test drive when presenting their card at your dealership. We can do many things like this to drive visitation, I explain a few of them below.
2. For a designated period of time (lets use 3 months as an example) each time any customer bowls one game of open play, they will earn an entry into the drawing to win the vehicle. One entry for every game bowled. If they visit your dealership and swipe their card with no purchase necessary, they might earn five entries. This should cause 100's of my customers (maybe more) to visit your dealership, swipe their card and earn five free entries. Your database will grow as a result and plug them into a system which allows you reward and communicate with them for years on end.
3. There are additional incentives you might offer from your dealership to keep them engaged and coming back which can be loaded directly on the card. Ideas include specials, bonuses, contests and other cash back rewards. You might offer ways to earn additional entries with test drives vehicle service or ongoing maintenance. The opportunities are unlimited.
4. I will promote your dealership with special thank you emails scores of times each day with my automated thank you notes (illustrated below.) This is not email marketing, this is an



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automated thank you note which goes out each time the card is used to cement the value and show outstanding customer service. You can use this feature for your customers as well.

5. Your dealership will receive a custom card loaded with UNLIMITED FREE BOWLING when booking any type of party, company meeting, or employee get together at my center. Of course, drinks and food are extra. We can even reserve the entire center for your employees with free bowling all night! We have excellent food, a full service bar, big screen TV's and much more so it's a great place to have a party or meeting.
6. We can create custom head pins and custom bowling balls with the Ford logo and your dealership info. Whenever one of our customers bowls a strike when the Ford headpin comes up, they win a Pepsi, \$5.00 towards vehicle service, a special prize, or additional drawing entry to win the car. All kinds of exciting ways to win with the Ford brand getting all the credit.
7. We will create custom commercials about the Ford program and run these commercials off and on 24-7 inside of my center. SEE SAMPLES BELOW: Or we can feed your commercials to our scoring machines with added incentives for viewing and responding.

www.bowlingmusic.com/preview/rewards/pepsi.htm

www.bowlingmusic.com/preview/rewards/prizes.htm

www.bowlingmusic.com/preview/rewards/fundraising.htm

8. We can put the FORD logo on our next batch of cards, our banners, table tents and other promotional pieces to keep our customers aware of the program and build value to the Ford brand.
9. Fundraising exposure. We are in the process of delivering 1000's of these cards to schools, little leagues, churches, and much more due to our proprietary fundraising capabilities with the program allowing us to designate a desired percentage back to each local group with 100% accountability and transparency. There has NEVER been a fundraising program like this before. The goodwill we can generate to the Ford brand is substantial.

I have most of the new research on Cause Marketing which I can share, but nothing seems to move people from one brand to another like an effective cause marketing strategy. Over 85% of customers indicated by survey they would be willing to switch brands if one brand supported their heartfelt need compared to a brand which did not. This technology allows fundraising to occur based on a transaction based strategy and thus cement value to brand in a unique way.

As you can see, there is a lot we can do which has NEVER been possible before. All of these ideas feature complete tracking, ROI accountability and more. I would like your dealership to be a part of this ground breaking opportunity. Please let me know if you have an interest and we can meet to discuss details.

Take care and view a sample thank you email below.

Tom Hebbe
Blue River Bowl



Dear Dan Pogach,

Thank you for visiting Bud Bowl. Your balance has been updated, you now have a Reward Balance of \$0.15 and a gift balance of \$10.00 which are available to redeem right away on **bowling and billiards**. We look forward to seeing you again soon. Please note you can log in and check your Gift and BR Bucks Balances at any time from www.bowlcard.com.

Sincerely,

Bud Bowl
800-555-6565
<http://www.budbowl.com>

SPONSORED BY TEXACO QUICK LUBE, MILLER HIGH LIFE AND FORD.

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FORD PROMO: Take your Bud Bowl Rewards card to ANY Ford Dealer for a FREE OIL CHANGE, no strings attached. Synthetic Oil Change will be slightly more, see the dealer for details. Remember, each visit to your Ford Dealer (NO PURCHASE REQUIRED) adds another entry into our drawing for a FREE FORD FOCUS! Visit every day, just stop in and swipe your rewards card and GO!



Thank you for visiting Bud Bowl! Are you tired of paying high prices for open play? At Bud Bowl, make sure you ask about our special 100 games for \$100.00! This month only, the card will be good ANY TIME lanes are available. No blackouts, no restrictions.

Join our Platinum club for \$10.00 per year, you will be moved to the top of the waiting list for open play and cosmic bowling.

EBONITE SPECIAL: Shoot 75 Pins over your average in March and win \$75.00 towards your next Storm or Roto Grip Purchase.

Thank you from all of us at Bud Bowl

Need Help or Have Questions?

Do you need help or have questions about the program?

- Visit our website at www.bowlingrewards.com
- Send an email to: support@bowlingrewards.com
- Call Customer Service at 1-800-978-1338

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