

# GROW YOUR BUSINESS WITH REFERRAL REWARDS PACK!

FIND OUT HOW FITNESS CENTRES JUST LIKE YOURS ARE USING THE **REFERRAL REWARDS PACK** (Patent No. 2009101331) TO ATTRACT **MORE MEMBERS** AND THRIVE!

## REFER-A-FRIEND 'GIFT' KEY TAGS

RE-USABLE and tangible word-of-mouth marketing like you and your Members have never experienced before! Members pass on the Gift Key Tags to their friends which offers a FREE 7-day pass to refer them to your Fitness Centre and are rewarded for the referral. Once the Gift Key Tag has been redeemed by the NEW Member (the friend) it is then returned to the referring Member to pass on to another friend and get rewarded again and again!

## GIFT CARD

Given to all members to cross-sell to other services such as Personal Training or additional courses offered at the centre for example Yoga, Zumba or Pilates within 6 weeks. Also can be utilised to increase your retail sales.

## BRANDED DL SIZE ENVELOPE

Contains the Referral Rewards Application Form, Welcome Letter (customised to your Fitness Centre) and all plastic items.

The Referral Rewards Pack (Patent No. 2009101331) is a NEW marketing concept taking the Australian Fitness Industry by storm! This is a tangible and on-going rewards system which will engage your Members in a Refer-a-Friend programme, all tied into an industry-first and innovative plastic Gift Card and Key Tag system.

Measurable results include your Members spending more with you and also referring their friends on a continuous basis. The Referral Rewards Pack is branded, customised and stylised to your business whether you are a Fitness Centre, Personal Training Studio, Pilates or Yoga Studio.

The Referral Rewards Pack is a perfect marketing tool for any Fitness-related business needing to attract more NEW Members and Clients through the word-of-mouth opportunity and your existing data-base.

The Referral Rewards Pack is given to all existing Members and also used as a 'Welcome Pack' for new Members.

“Two weeks after launching the Referral Rewards Pack programme we had 6 Refer-a-Friend Key Tags redeemed, with 2 of those 6 becoming regular Personal Training clients.”

**Josh Annesley**  
Owner

**Professional Edge Personal Fitness**

“Referral Rewards Pack was launched on 17th Feb. Since then we have received ten Key Tags and one of these tags have joined the club. Two Gift Cards have been redeemed. Two Key Tags came in the first weekend of the launch, so it was a very quick response.

**Hyeon Cho**  
Marketing Manager  
V Club



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