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**GIFT CARD**  
NETWORK

# **2017 SPONSORSHIP AND CONTENT CREATION OPPORTUNITIES**

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# SPONSORSHIP OPPORTUNITIES

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## **FLOURISH: THE GROWTH OF BRANDED CURRENCY** *APRIL 10TH - 12TH, 2017*

Flourish is a GCN supported event featuring gift card specific content, presented by K+H Connection. Its focus is on maximizing opportunities using best practices.

***\$2,500 Dinner Sponsor***

## **GIFT CARD UNIVERSITY** *MAY 16TH - 17TH, 2017*

GCU is an educational event that debuted in 2016, in which attendees get a deep understanding of the components of a successful merchant gift card program. This seminar is open to anyone looking to become a Gift Card Geek, and be more effective at running, supporting, or selling products into these types of programs.

***\$2,500 Dinner Sponsor***

## **GCN:CATALYST** *MAY 18TH, 2017*

A new event in 2017, GCN Catalyst is the place for interactive innovation. Focused on bringing industry veterans and new Gift Card Geeks together, this event is planned on the heels of the GCU event to merge these two groups for maximum learning and collaborative discussion about the future of gift cards. Learn about how other technologies and products interact with gift card, and discuss and project how these technologies will interact and change the face of gift.

***\$2,500 Dinner Sponsor***

## **GCN "MEMBER THANK YOU" NETWORKING DINNER AT MONEY 2020** *OCTOBER 24TH - 25TH, 2017*

GCN will be supporting its members with a networking event at the M2020 industry conference. We use this evening to honor our member's accomplishments through the year, prior to the busy holiday season. Members invite their clients, vendors, and other industry partners to join them in this celebration.

***\$2,500 Dinner Sponsor***

# SPONSORSHIP BENEFITS

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- Press release inclusion
- The Swipe Email Blast placement
- Sponsorship inclusion in recap article or video
- 500 Gift Card Network points
- Onsite signage
- Sponsor marketing collateral distribution
- GCN event page mention
- On-site sponsor initiative support

# CONTENT CREATION OPPORTUNITIES

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## *Physical Publications*

In 2017, GCN is taking its two annual publications, the GCN Challenge Guide, and the GCN B2B Buying Guide, to the next level. We're introducing more focused concepts to highlight two separate focuses, with themed content that revolves around major gift card industry players. We've called these publications "Gift Card Experience" or "GCXP."

### **2017 "GCXP:ALL IN"** — *(FORMERLY KNOWN AS GCN CHALLENGE GUIDE)*

This new publication will focus on the in-store and online best practices, products, and services that make up the consumer's gift card buying and redeeming experience. Content will be geared toward helping merchants build out and understand their opinions in maximizing sales and other aspects of the program they can control directly.

**500 - 4,000 points**

### **2017 "GCXP:ALL OUT"** — *(FORMERLY KNOWN AS GCN B2B BUYERS GUIDE)*

This publication will focus on the B2B and Third Party sales channels, and the best practices, products, and services that enable merchants to drive sales in external channels. Content will be geared toward building sales relationships and finding the right vendors to help with these aspects of programs.

**500 - 4,000 points**

## *Digital Publications*

Introduced in 2016, the GCN team has started producing a digital magazine that is published quarterly, and has begun to push member content and network updates through "The Swipe," our newsletter. Digital publications offer much more flexibility of content, and can include video or animated GIF content. Lower production cost allows us to offer more placement opportunities in this public digital magazine.

## **THE SWIPE**

Our new, upgraded newsletter for current and prospective members. The Swipe allows us to promote member events, products, or services along with GCN updates, announcements, or updates.

**250 - 500 points**

## **CR80** - *ONCE PER QUARTER*

The CR80 is published quarterly, and can contain much more elaborate content than the Swipe. The CR80 has running member columns, feature articles, and allows us to promote members in a brand new way. There are lots of ways for our members to be promoted in the CR80, and the structure is flexible.

**250 - 1,250 points**