

“The Way it Works”

Perks Program

Date: September 8, 2023

To: Executive Staff, Membership

From: Marketing

On Monday September 11th, 2023 we are launching “The Alaska Club Perks Program.” This will replace our current rewards program within the app. Like our current app, members will be rewarded with points for things like checking-in, completing the fitness challenge, and referring a friend, just to name a few. Members can use their points to redeem in-club services like massages/guest passes/Hydromassage or use the points online to purchase products and/or receive discounts for hotels, event tickets, sweepstakes, products and more. Members who have Membership Plus will have added benefits and instant access to savings without needing to use points. Additional information and ways to earn points can be found at www.thealaskaclubperks.com.

Members will be notified via email on September 11th and prompted to set up their online account. **All point balances in the current app will be transferred to the new program.** See marketing collateral last page. *An employee perks program is in the works and coming soon!*

EXISTING MEMBERS – STEPS TO JOIN:

1. Visit www.thealaskaclubperks.com and enter your email address to set up your account. Use the same email address that you provided when you signed up for your membership.
2. Once logged in, you'll be able to see your current point balance. Existing points will transfer to the new program.
3. Browse the site to see all the ways to use your points!

NEW MEMBERS – STEPS TO JOIN (with assistance from Membership Coordinator):

1. Membership coordinator should review benefits of Perks Program with new member using infographic (pg 3) and website so they can see savings potential and ways to redeem points.
2. Highlight additional benefits that Membership Plus members receive (instant access to discounts on hotels and merchandise without needing to use points, and access to redeem points for gift cards)
3. Go to www.thealaskaclubperks.com and enter new member's email. This will send them an email prompting them to set up their account. Once their information is in CSI they will begin to earn points.

MEMBERSHIP PLUS MEMBERS GET MORE:

- Instant access to discounts on hotels and name-brand merchandise. Up to \$2500 savings annually. No points needed! **(regular members must use points for discounts)**
- Full redemption using points for gift cards to retailers including Amazon, Apple, Lowes and hundreds of restaurants. **(regular members no access)**

SAVINGS & REWARDS: Membership Plus Member vs. Regular Member

Category	Membership Plus	Basic
Hotel	Instant Savings Up To \$2,500 Annually	Points for Discounts
Merchandise	Instant Savings Up To \$2,500 Annually	Points for Discounts
Merchandise Example	\$160 Ray-Ban's Membership Plus gets Instant Savings of \$75 = Member Pays \$85	\$160 Ray-Ban's Basic Membership would need to use 75 points to get \$75 savings = Member Pays \$85 after using 75 points
Local Savings	Instant Access	Instant Access
Gift Cards	Full Redemption Using Points	No Access
Sweepstakes	Full Redemption Using Points	Full Redemption Using Points
Event Tickets	Instant Access	Instant Access
TAC Apparel	Full Redemption Using Points	Full Redemption Using Points
Full Redemption Products	Full Redemption Using Points	Full Redemption Using Points
In-club	Full Redemption Using Points	Full Redemption Using Points

MEMBER FAQs:

Q: Will my points transfer over?

A: Yes. All points will rollover to the new Perks Program.

Q: Will I need to create a new account?

A: Yes. Visit <https://thealaskaclubperks.com/> to create your account. Be sure to use the same email you provided when you signed up as a member.

Q: Is there a new app I need to download?

A: No. Points will continue to accrue within the current app, you will just redeem points using your new perks account at <https://thealaskaclubperks.com/>.

Q: How do I get more information on the new program?

A: Full details of the new Perks Program can be found at <https://thealaskaclubperks.com/>

Q: Who do I contact if I have additional questions regarding the program?

A: Contact The Alaska Club Perks Program customer support team at thealaskaclub@myrewardstore.com or call (877) 292-9624.

Redeeming In-Club Vouchers & Marking As “Used”

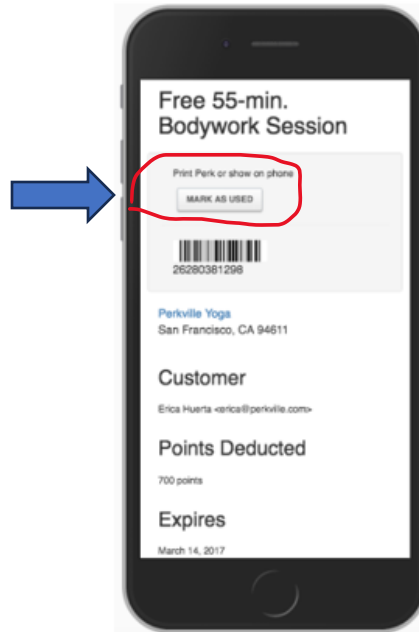
When a member uses their points to redeem an in-club service like a massage or tan, the front desk or staff member providing the service needs to ensure the voucher is **marked as used**.

1. Ask the member to show voucher on their mobile device (example screenshot below) and mark as used to complete redemption.
2. Use appropriate POS code to process in CSI.

Marking In-Club Vouchers as Used

Marking vouchers as used is a very important process in relation to the rewards program. When a customer brings in their voucher, someone at the business will need to mark the voucher as used, to prevent the customer from accessing/using the voucher again in the future. After it is used, then a staff member may credit the customer's account.

<https://support.perkville.com/s/article/markin-vouchers-as-used-2019-08-23-12-43-55>



THE ALASKA CLUB

POS CODES:

- 15-Minute HydroMassage
 - **MASH007** Hydro/Chair Massage ~ TAC Perks Reward (\$7.50) CREDIT rep
 - **USE TO CREDIT AGAINST Hydro Massage Fee in same transaction.**
- 1 UV Tan
 - ANCH: **TAN007** Single Tan Discount ~ TAC Perks Reward (\$12.00) - USE WHEN SCHEDULING A PERKS REWARD TAN
 - FBKS: **FTAN007** Single Tan Discount ~ TAC Perks Reward (\$12.00) - USE WHEN SCHEDULING A PERKS REWARD TAN
 - JUN: **JTAN007** Single Tan Discount ~ TAC Perks Reward (\$0.00) - USE WHEN SCHEDULING A PERKS REWARD TAN ****PRICE OF DISCOUNT WILL NEED TO BE EDITED TO MATCH TAN TYPE**
 - **USE TO CREDIT AGAINST Tanning Fee in same transaction**
- 30-Minute Personal Training session
 - **PT007** 1 Session PT (TAC Perks Reward) \$0.00
 - APPLIES 1 PT SERIES ON THE MEMBERS ACCOUNT TO BE REDEEMED AT THE TIME OF USE.
- 1-Hour Massage
 - ANCH: **MAS007** 1 Hour Massage Discount ~ TAC Perks Reward (\$55.00) - USE WHEN SCHEDULING A PERKS REWARD MASSAGE

- FBKS: **FMA5007** 1 Hour Massage Discount ~ TAC Perks Reward (\$55.00) - USE WHEN SCHEDULING A PERKS REWARD MASSAGE
- JUN: **JMA5007** 1 Hour Massage Discount ~ TAC Perks Reward (\$55.00) - USE WHEN SCHEDULING A PERKS REWARD MASSAGE
 - **USE TO CREDIT AGAINST Massage in same transaction**
- HydraFacial
 - **HF119** Hydra Facial Discount ~ TAC Perks Reward (\$99.00)
 - **USE TO CREDIT AGAINST Hydro Facial in same transaction**

PERKS PROGRAM

Hotels + Sweepstakes + Event Tickets + Gym Apparel + More



Check out Your New Perks Program!

Earn awards as soon as you join. Continue earning points throughout your fitness journey for coming to the club, referring friends and more!

EARN + REDEEM + SAVE

Rewarding Our Members

Redeem your points on in-club services, branded apparel, sweepstakes entries, national deals, savings on top hotels and merchandise. Get instant Savings on over 50,000 events, sports, concerts and more just by joining today.

JOIN NOW



Program Questions? Call (877) 292-9624

Membership Plus members get even more!



- Instant access to discounts on hotels and name-brand merchandise. Up to \$2500 savings annually. **NO POINTS NEEDED!**
- Full redemption using points for gift cards to retailers including Amazon, Apple, Lowes and hundreds of restaurants.