



PARTNER  
COUNCIL 2020

# Industry & Marketing Updates

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Hollis Thornton, Executive Vice President at the Incentive Marketing Association - VelocityB2B

Scott Lapp, Director, Partner Marketing

 incentive  
marketing association

**ima**

- acknowledge
- appreciate
- award
- achieve

[www.incentivemarketing.org](http://www.incentivemarketing.org)

# IMA's Mission

- Founded in 1998, IMA is a nonprofit trade association that connects leading companies to create a unified voice for the incentive industry
- The IMA advocates for and promotes the use of incentives and recognition to improve business performance
- Only organization representing every segment of the incentives marketplace

# Strategic Industry Groups & Chapters\*

incentive marketing association



● acknowledge  
● appreciate  
● award  
● achieve

Gift Cards

incentive marketing association



● acknowledge  
● appreciate  
● award  
● achieve

Incentive & Engagement Solution Providers

incentive marketing association



● acknowledge  
● appreciate  
● award  
● achieve

Merchandise

incentive marketing association



● acknowledge  
● appreciate  
● award  
● achieve

Travel

incentive marketing association



● acknowledge  
● appreciate  
● award  
● achieve

Europe

incentive marketing association



● acknowledge  
● appreciate  
● award  
● achieve

Middle East & Africa

incentive marketing association



● reconhecer  
● apreciar  
● premiar  
● alcançar

Brasil

\* Middle East & Africa and Brazil are chapters in formation

# IMA Membership Benefits

## VISIBILITY

Exposure to new customers through corporate outreach programs – shows, editorial content, etc. directed back to members; government relations

## EDUCATION

Research, webinars, Incentive Professional certification programs, discounted rates with other strategically aligned industry groups

## NETWORKING

Best practices from over 500 industry peers through regular meetings, social media and events

## RECOGNITION

Company and employee recognition opportunities through Circle of Excellence, Spirit Awards, Hall of Fame, and more

# Membership Special: Blackhawk Network Partners

Join IMA as a 2021 member and receive membership for the remainder of 2020 free!

- Attend webinars with relevant industry content
  - 3 upcoming webinars
  - Past webinars – including Experiential Communication; Incentive Data presented just this week
- Access the many other resources available
- \$600



# More Information

- [IncentiveMarketing.org](https://www.incentivemarketing.org)
- Follow IMA and the SIGs on LinkedIn
- Blackhawk lead members:
  - Tyler Gentry - IMA Board of Directors
  - Scott Lapp, IP – Diversity & Inclusion Advocacy Committee
  - Hollis Thornton, CPIM – IMA Board of Directors / IGCC Executive Vice President

# Partner Marketing



# Strategic Marketing Partnership

Extend your marketing arm with dedicated resources from BHN

## Thought Leadership

- Partner Resource Library
- White-label product materials
- Research & insights
- Reward product training

## Formalized Feedback

- Monthly email updates
- Annual Partner Council event
- Product roadmap input

## Joint Marketing

- Case studies & press releases
- Co-authoring opportunities
- Speaking engagements
- Award submissions

## Referral Program

- Formalized agreement
- Opportunities that are outside of core BHN offering – inbound marketing generated or with existing client

# Leveraging Strengths



## Reward Training

Tailored training sessions leads to opportunity



## Press Releases

New reward capabilities for Partner drives leads



## Case Studies

Platform + Rewards = Success



## Proposals

Access to trends, data, and insights = Win

# Better Together

# Digital Rewards Roundup



eBook; Digital Incentives Look Book



Byline: 7 top Tips to Keep Remote Employees Engaged



Training: Virtual Prepaid Rewards



Training: Virtual Reward Activation



# White Label Product Overviews

## The Giving Good™ Prepaid Mastercard®

The rewarding experience that gives back



It's like 90+ rewards in one card—plus a charitable donation.

The Giving Good series of reward cards provide a meaningful and personalized incentive option while giving back to those in need. Each card purchased makes a difference with a 3% donation to the featured charitable organization. But the giving doesn't stop there. The Giving Good Prepaid Mastercard delivers more engagement by giving recipients the freedom to select their own memorable and meaningful rewards at popular nationwide retailers.

Sample participating merchants\*



Cards that give back

The Giving Good Prepaid Mastercard offers a feel-good reward opportunity for your employees, sales reps or customers.

- Spread positivity and goodwill while offering a rewarding choice
- 3% donation to the charitable organization on the card
- Accepted by popular dining, retail, travel and entertainment brands that people want

\*Participating merchants vary by featured charitable organization and are subject to change. For a complete list of participating merchants, visit [MyPrepaidCenter.com/hits/feedingamerica](https://MyPrepaidCenter.com/hits/feedingamerica), [MyPrepaidCenter.com/hits/habitatforhumanity](https://MyPrepaidCenter.com/hits/habitatforhumanity), [MyPrepaidCenter.com/hits/makeawish](https://MyPrepaidCenter.com/hits/makeawish), [MyPrepaidCenter.com/hits/hjgide](https://MyPrepaidCenter.com/hits/hjgide), [MyPrepaidCenter.com/hits/woundedwarrior](https://MyPrepaidCenter.com/hits/woundedwarrior)

## The MAX Prepaid Card

This holiday season, offer more choices and please more people



It's like 150+ holiday rewards in one card.

Finding the right reward for the holidays (and finding it fast) can be a challenge. After all, your workforce is diverse, and you want to choose something everyone will enjoy. That's why we created the MAX Mastercard® Prepaid Card. It's accepted at more than 150 popular retailers, restaurants, travel and entertainment brands—even charities—which means there's something to delight everyone.

Sample participating merchants\*



MAX versatility

The MAX Mastercard Prepaid Card offers maximum reward opportunities for employees, sales reps or customers—anyone on your holiday list. Spread positivity and goodwill while offering a rewarding choice.

- Available in five holiday designs with greeting card option starting November 2020
- Accepted by popular dining, retail, travel and entertainment brands that people love
- Option to include recipient's name and a brief message on the card

### Meaning and recognition

Whether you need a reward to recognize great work or an incentive to boost sales, the MAX Prepaid Card is an easy and effective solution for you and your reward earners.

Available on Mastercard® or Visa® networks in the US (Visa-only in Canada), MAX is accepted at popular merchants that your recipients will love. Make your reward card as personalized as the experience itself with custom card artwork and materials featuring your brand, theme and special messages. When rewards have meaning, they're much more effective motivators.



Features	Benefits
<b>Memorable &amp; Meaningful Reward Experience</b>	A better reward experience because recipients can choose for themselves from a wide range of options
<b>Effective Motivation</b>	Simplified incentive option that meets the needs of a broad audience
<b>MAX Merchant Participation</b>	Accepted by 150 US merchants, 84 in Canada including popular retail, dining, travel and entertainment brands
<b>Network Flexibility</b>	Available on Mastercard or Visa networks in the US (Visa only in Canada)
<b>Format Options</b>	US products come in both plastic and digital formats
<b>Mobile-Wallet Access</b>	US Mastercard virtual rewards can be connected to popular mobile wallets
<b>Reloadable or Pre-set Value</b>	Simplify administration of ongoing loyalty or incentive programs and on-the-spot rewards
<b>Reward Customization</b>	Add your company logo, background art and custom message to your reward so recipients will get a reminder of you every time they open their wallets
<b>Fulfillment Options</b>	Ease administration by shipping cards directly to reward earners or in bulk to a single location
<b>Commitment to Client and Cardholder Experience</b>	High levels of service and security via 24/7/365 customer service, lost/stolen coverage, text and email alert options, program management and more

\*Participating merchants are subject to change.

Visit [MyPrepaidCenter.com/hits/mastercard-max](https://MyPrepaidCenter.com/hits/mastercard-max) or [MyPrepaidCenter.com/hits/visa-max](https://MyPrepaidCenter.com/hits/visa-max) for a complete list of participating US merchants.

Visit [MyPrepaidCenter.com/hits/visa-max](https://MyPrepaidCenter.com/hits/visa-max) for a complete list of participating Canadian merchants.

Prepaid card is issued in connection with loyalty award or promotion program. Card terms, conditions and expiration apply.

Prepaid Mastercard is issued by Metabank® N.A. Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated.

In Canada, Visa prepaid card is issued by Peoples Trust Company pursuant to a license by Visa, Inc. VISA is a registered trademark owned by Visa International Service Association. In the U.S. card is issued by Metabank, N.A. Member FDIC, pursuant to a license from Visa U.S.A. Inc.

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Learn more about the MAX Prepaid Card

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[URL or email address]

# Partner Resource Library Newsletter

## Monthly Newsletter

- Platform enhancements
- Business updates
- Gift card content additions
- New sales tools & research
- Merchant Spotlight



# Up Next

## Spark new ideas and conversations

- Reward Best Practice series
- Expansion of white label tools
- Enhanced training



**Q&A**



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**Better Together**

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