



Industry & Marketing Updates

Hollis Thornton, Executive Vice President at the Incentive Marketing Association - VelocityB2B Scott Lapp, Director, Partner Marketing



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*



* 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
- 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

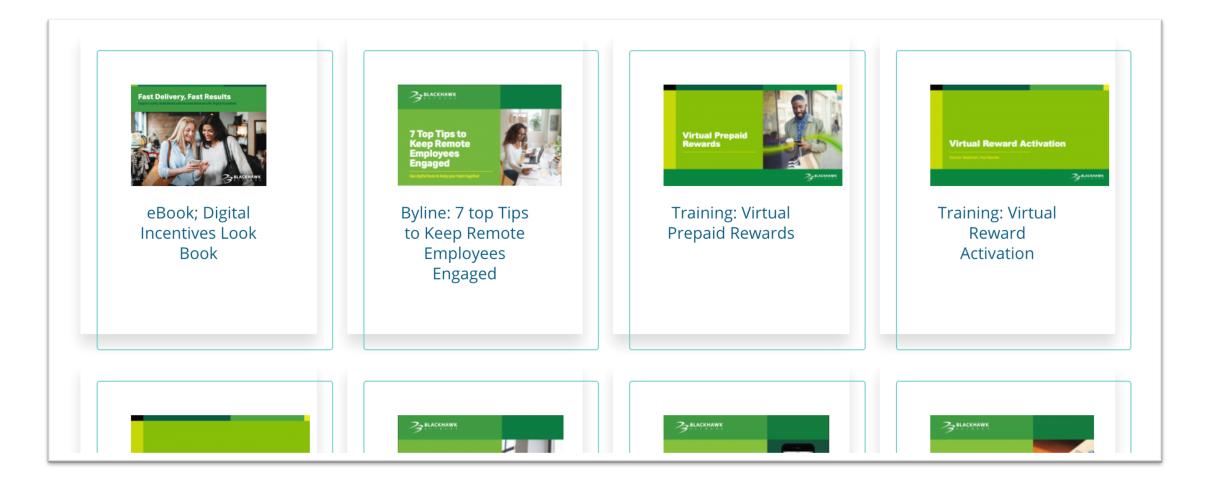
Platform + Rewards = Success

Proposals

Access to trends, data, and insights = Win

Better Together

Digital Rewards Roundup



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 meaninoful 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 participation merchants, visit MyPrepaidCenter.com/site/feedingamerica MyPrepaidCenter.com/site/habitatforhumanity MuPrenaldCenter combite/makeswish MyPrepaidCenter.com/site/stjude MvPrepaidCenter.com/site/woundedwarrie



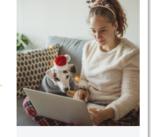
This holiday season, offer more choices and please more people

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 iveryone 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 coming 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



particoating US merchants.

Volt WyPrepaidCenteccom/bite/vice-max-can fer a complete list of participating Canadian merchants. Prepaid sant is issued in connection with levelsy award or promotion preparer. Cant terms, conditions and

expiration apply. Prepaid Mastercardinissued by MetaBank^e, N.A., Member FOIC, parsaet to license by Mastercard International Incorporated, Mastersandis a registered trademark, and the circles design is a trademark of

Mastercard International Incorporated. In Estada, Visa prepaid card is issued by Peoples Trust Company pursuant to a license by Visa, Int. VISAP is a registered todomon owned by Viso International Services Resociation. In the U.S. card is issued by Metadlank, N.A., Member FDIC, pursuant to a license from Visa-U.S.A. Inc.

@ 2020 Blackhawk Network, Inc. All rights reserved, INC20-060-01



Memorable & Meaningful

MAX Merchant Participatio

Reward Experience

Effective Motivation

Network Flexibility

Format Options

Mobile-Wallet Access

Reward Customization

Fulfilment Options

Reloadable or Preset Value

Commitment to Client and

Cardholder Experience

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 (Msa-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,

etter reward experience because

cipients can choose for themselves fro wide range of options

nplified incentive option that meets the eds of a broad audience

ocepted by 159 US merchants (84 in

anada) including popular retail, dining,

US products come in both plastic and digital formats

IS Mastercard victual rewards can be nnected to popular mobile wallets

Simplify administration of ongoing loyalty or entive programs and on-the-spot reward

Add your company logo, background art

ind custom message to your reward so

Ease administration by shipping cards

frectly to reward earners or in bulk to a

igh levels of service and security via

4/7/365 customer service, lost/stolen

verage, text and email alert options,

ogram management and more

ime they open their wallets

ingle location

cipients will get a reminder of you every

vailable on Mastercard or Visa networks

avel and entertainment brands.

he US [Visa only in Canada]

JIS/

| * |
|-------------------------|
| 000 5432 7532 3438 2678 |
| LANDHULDER NAME |
| |



Learn more about the MAX Prepaid Card

> 000.000.0000 x000 [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









Better Together