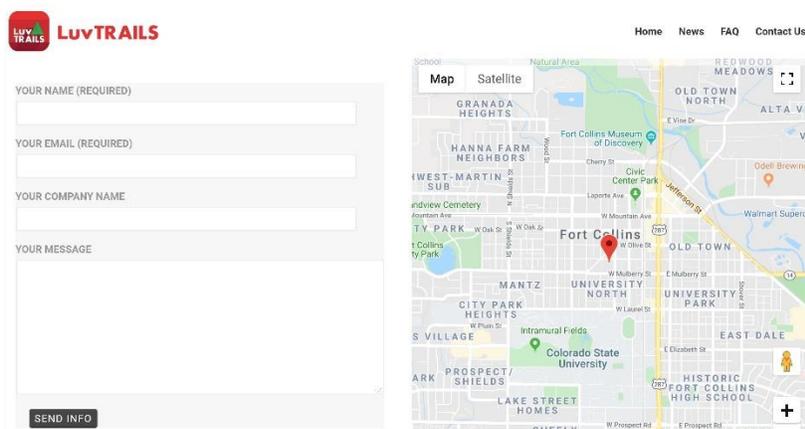


## How to join the LuvTrails Rewards Program:

As a show of our appreciation, we are rewarding donors with a variety of products and services generously supplied by Reward Partners, ranging from local merchants, like breweries, coffee shops, restaurants, and bike shops, to national retailers and corporations, focusing on outdoor and recreational merchandise and cycling related activities.

How do businesses get involved?

**Step 1:** Contact the LuvTrails Rewards Program team with an email to [contact@luvtrails.com](mailto:contact@luvtrails.com) or submit a contact form at <https://www.luvtrails.com/contact-us/> to register your interest to become a Rewards Partner. State your business name, physical address, contact details and the nature of your business. Alternatively, a LuvTrails registered trail organization can introduce a (local) business that are interested in becoming a Rewards Partner and supply the required information.



The image shows a screenshot of the LuvTrails website's contact form on the left and a map of Fort Collins, CO on the right. The contact form has the LuvTrails logo at the top left and navigation links (Home, News, FAQ, Contact Us) at the top right. The form fields are: YOUR NAME (REQUIRED), YOUR EMAIL (REQUIRED), YOUR COMPANY NAME, and YOUR MESSAGE. A 'SEND INFO' button is at the bottom left of the form. The map shows Fort Collins with various neighborhoods and landmarks labeled, including the Fort Collins Museum of Discovery and Colorado State University.

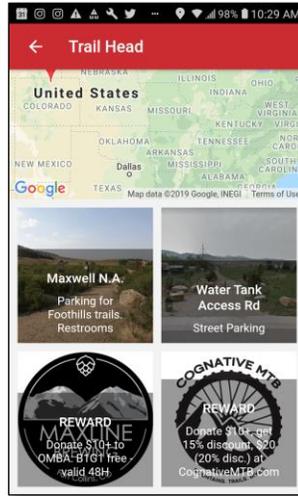
**Step 2:** Our Team will contact the business owner to discuss and evaluate the rewards proposal. If it complies with our Rewards requirements (solely determined by LuvTrails) the parties will sign an agreement stipulating the rules and guidelines binding both parties.

**Step 3:** The Rewards Partner will provide LuvTrails with a company logo, customer contact details, reward details and pictures (jpeg files) to publish in the App and, if agreed, on our LuvTrails website and social media pages.



**Step 4:** LuvTrails will publish the Reward details in the App in the Venues agreed to:

- (a) Local Rewards (e.g. by local bike shops, breweries, coffee shops, restaurants, etc.) in a limited number of Venues within the more immediate locality of the trails ridden by donors.
- (b) National Rewards (e.g. national retailers, online retailers with national reach and capacity to deliver, national/international brands, bike manufacturers, etc.) in most or all Venues in the App.



Local Reward (left) and National Reward (online, right) listed in the App.

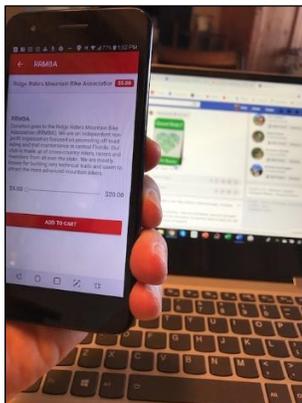
**Step 5:** The Rewards Partner agrees to promote LuvTrails and its own reward(s) on its business website, social media pages, flyers, print publications, and any other way it deems suitable to –

- (a) create awareness of the LuvTrails App;



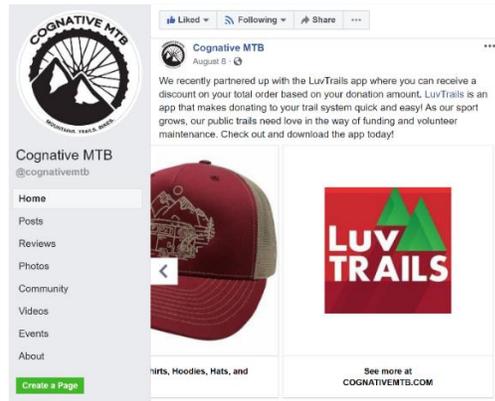
Location-based Venue-specific QR codes

- (b) encourage donations by trail users;



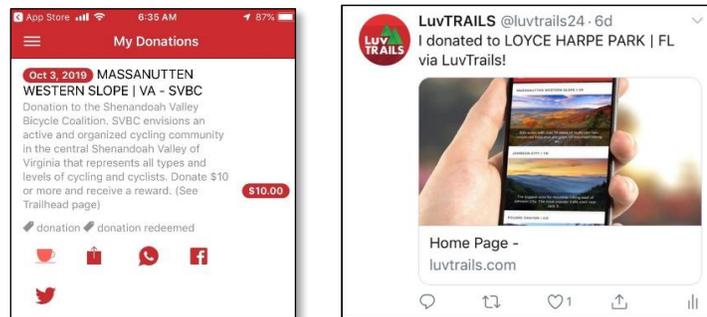
Display QR on the internet, stickers, coasters, t-shirts, trailheads

(c) promote its reward(s);



Example of a Rewards Partner's promotion of LuvTrails on Facebook.

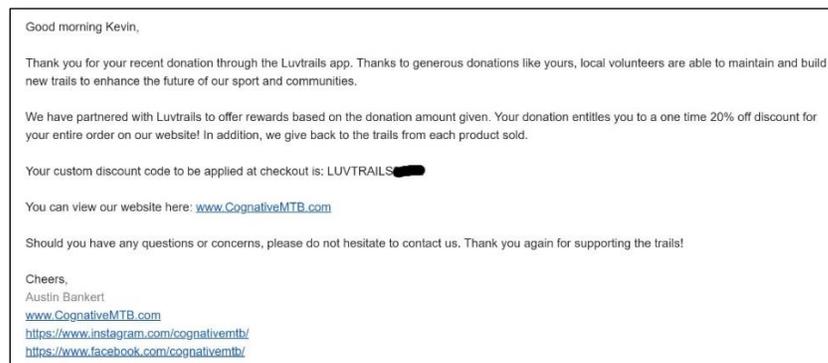
(d) encourage donors to share their "good deed" and reward(s) received (news and pictures) on their personal social media pages and in other social networks.



In-App social media icon share links in Donation Receipt

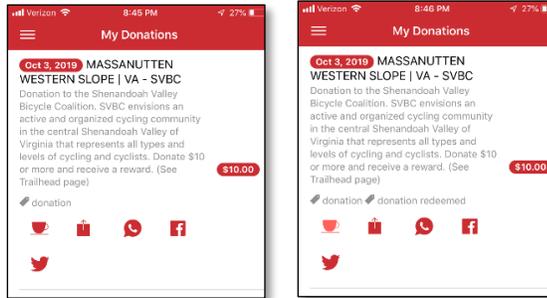
**Step 6:** How does a donor redeem a Reward?

(a) In the case of rewards by **online partners**, the donor of a qualifying donation (e.g. \$10 or more) gets notified by email of the reward and will receive a discount code to redeem during the online shopping process on the partner website. (Terms and conditions may apply).



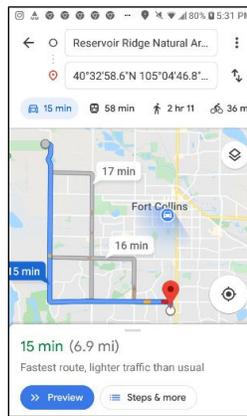
Example of Rewards Partner email to donor to deliver the reward for a \$20 donation.

- (b) Where a reward is offered by a **local merchant** (e.g. a free beer at the local microbrewery) the donor has to show proof of the qualifying donation by presenting the digital receipt kept in the “My Donations” page to the merchant. The redemption process may differ from merchant to merchant. In most cases, the cashier will tap the red coffee cup icon to redeem/cancel the reward. (Terms and conditions may apply). (Figure 2).



*Donation receipt in App - reward active (left). Cashier taps on the coffee cup icon to redeem/cancel reward – icon changes color (right).*

- (c) In the case of a reward at a local merchant (e.g. the nearest town to the trailhead), the location of the merchant could be found by tapping on the reward button in the App and getting directions in **Google Maps** – the shortest route to that cold beer!



For more information contact: Arrie Rossouw at [arrie@luvtrails.com](mailto:arrie@luvtrails.com) | (828) 707-6647