



The Q CARD

BBQ SAVINGS AS BIG AS *Texas*

WHAT IS THE Q CARD?

The Q Card entitles cardholders to discounts from Texas BBQ restaurants, vendors, caterers, and retailers. Participating businesses (“affiliates”) simply name a standard deal/discount that they will honor for cardholders. Your discount/deal is entirely up to you. Maybe you would like to offer a flat percentage off the order total or a “buy one, get one free” deal or even just a free side with any order. Maybe you want a certain deal/discount to apply only when cardholders purchase a particular menu item or spend a minimum amount. The choice is yours. Our aim is to give customers another reason to patronize your business and, more generally, to help spread the good word about all things Texas BBQ: food, sauces, spices, rubs, and merchandise.

Individuals and businesses will be able to purchase any amount of cards (prices based on quantity of cards ordered) from us and resell them at face value, for a profit. Cards will also be sold via The Q Card’s official website (www.theqcard.com), which will list all participating businesses (including contact information, website, and tagline or short description) and each business’s standard discount.

In addition, for those affiliates who would like to add new discounts/deals, from time to time on a limited basis, we will devote a section of the main/home page to featured discounts/deals. We will also devote a section of the main page to highlighting affiliates, on a rotating basis, and will significantly promote the program and affiliates via the program’s website, Twitter page, and Facebook page.

WHAT IS IN IT FOR YOU?

- ★ Increased traffic from patrons.
- ★ Free advertising on, The Q Card’s website, The Q Card’s Twitter page, and The Q Card’s Facebook page. Each affiliate will have a unique page on The Q Card’s website. Your unique page will include your address, a Google map, your logo, a picture, your website link, and more.
- ★ Ability to add extra discounts and have them highlighted on the main page.
- ★ An easy way to make money. Simply purchase discounted cards, and then sell them for face value, earning a profit on each card. (Note: Purchasing discounted cards is an option, not a requirement.)
- ★ A free point-of-purchase (POP) display, letting patrons know that you accept The Q Card.
- ★ Five complimentary cards that you can sell (for face value) and/or give away.

TERMS AND CONDITIONS

- ★ Only two requirements (1) Honor the discount/deal that you set for cardholders. (2) Display the POP that we send you (in a place that is visible to all patrons).
- ★ Cost to become an affiliate: None. The only time you would ever pay us money is if you decide to purchase discounted cards from us, to sell at face value.
- ★ Affiliate may drop out of the program at any time, but a notice (via email or phone) of 48 hours is required. Once you opt out of the program, any outstanding discounts are valid until removed from The Q Card website. Removal of discount(s) from the website will occur no more than 48 hours after receipt of your decision to opt out.
- ★ Affiliates are permitted two standard-discount changes within a given calendar year.

HOW DO YOU SIGN UP?

- ★ In order to become an affiliate, all you have to do is agree to the terms laid out in the information sheet (signature required on application), and fill out the application.
- ★ From there, we'll take care of the rest. Once we have approved your application, you will be notified of your application's acceptance, and your discount(s) will be effective immediately upon being posted to The Q Card website.
- ★ If you wish to purchase cards to sell, you can place card orders anytime by contacting us at info@theqcard.com. Card pricing is based on quantity of cards ordered. All first-time orders are half off (no minimum purchase required).

We thank you for your consideration of this exciting program. Texas BBQ is worth celebrating, and The Q Card is an easy way to do just that, so hop on board!

Sincerely,

Drew Thornley



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“THE Q CARD” TEXAS BBQ SAVINGS PROGRAM

Please fill out the form below, to apply to become an affiliate of the The Q Card.

Business Name: _____

Location: _____

Business Type/Category: _____

(Restaurant, Caterer, Vendor, and/or Retail)

Business Contact Name: _____

(First and Last)

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Website (if any): _____

Standard “Q Card” Discount : _____

(discount effective upon acceptance of your application)

Signature of Business Contact _____ Date: _____

CLICK HERE TO SUBMIT

If you filled this out using Adobe Acrobat you can click on the button to the left to submit your completed form.

MAIL OR EMAIL YOUR COMPLETED FORM TO:

Drew Thornley ★ 408 Heartwood Drive ★ Austin, Texas 78745 ★ (205) 388-9675 ★ www.theqcard.com ★ info@theqcard.com