

## **Business Reward Partner Informational Sheet**

### **Introduction**

Bellin Health has embarked on an exciting journey to engage more deeply with women and families in our community. Bellin for Women (BFW) helps fulfill Bellin Health's mission of improving the health and wellbeing of living in the Northeast Wisconsin, Upper Peninsula of Michigan, and all others we serve. We want to promote, encourage, and reward healthy lifestyles!

### **What is it?**

A FREE community health resource which empowers women to be their own health advocate while in a fun and laid back social environment.

### **Our Mission**

Bellin for Women is a healthcare community for women from every walk and stage of life. We help women connect with each other and Bellin Health to better understand and more easily access the tools they and their families need to live healthier lives – all while having a great time and making new friends!

### **What does this mean for your business?**

The BFW Rewards Partner Program provides you with opportunities to support the women in your community while gaining access to this exclusive group to promote your business at no cost to you!

### **Reward Partner Benefits:**

- Repeated exposure to more than 1,000 people within your target audience
- Targeted community exposure within the Bellin footprint (primary regions include: Manitowoc, Green Bay, Sturgeon Bay, Oconto, Marinette/Menominee, Escanaba, and Iron Mountain, Mich.)
- Listed in the BFW membership rewards directory on our BFW website, [www.BellinForWomen.com](http://www.BellinForWomen.com), as well as, advertisements, newsletters, and community events (as appropriate)
- FREE sponsorship and advertisement opportunities
- No membership fee
- Select invitations to participate in BFW events and display products/information for potential customers

## **How to become a Rewards Partner**

It's as simple as submitting a Bellin for Women's Rewards Partner application!

## **BFW Expectations for our Rewards Partners**

- Provide a discount or special offer for all BFW members
  - BFW members **must** present their loyalty keychain card to qualify for the offer
- Make every attempt to participate in at least one Bellin for Women event if invited
- Provide a \$25 gift card or product upon application submission (to be used as a BFW member incentive)
- May be asked to donate a door prize in lieu of paying a vendor fee at events
- If invited and you choose not to attend an event, we will require you to donate at least one giveaway per calendar year (valued at \$50 or more) to be used at BFW events
- BFW membership database information is confidential
- May not use any Bellin Health or Bellin for Women logo without prior approval from the Bellin Health Marketing department

Thank you for considering Bellin for Women Rewards Partner membership. If you have any questions, please contact me at your earliest convenience. If you're ready to be a Rewards Partner, I am happy to take your application. We look forward to your business joining the Bellin for Women community!

In health and wellbeing,

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