

## StayPoints<sup>SM</sup> Marketing Tools

### EMAIL BLAST

(First Name,)

Thank you for being a loyal customer of [Company name]. We wanted to let you know that beginning [enter launch date] is introducing the StayPoints<sup>®</sup> Guest Reward Program for our guests.

The StayPoints<sup>®</sup> Guest Reward Program is a shared international loyalty program designed specifically for companies like ours. It enables us to offer you our guests great rewards as a way of saying “Thank you for your staying with us!”

If you are like most Americans, your wallet is full of many loyalty reward programs and you’re actively involved in less than half of them. Don’t worry, [Company name] has no intention of adding another loyalty card to your collection. In fact, there is no card to carry at all. The StayPoints<sup>SM</sup> Guest Reward Program is conducted entirely online where members can redeem their points for over 100,000 items including: airline tickets, hotel stays, and tickets to concerts, activities, and nation-wide events .

[Company name] offers StayPoints<sup>SM</sup> along with other lodging providers throughout world. We do value our guest. Join the StayPoints<sup>SM</sup> Guest Reward Program Today and on your next reservation [Company name] will issue you [# of reward points] points as a way of saying thank you.

Join Today. You’ve Earned It.

Visit [your company’s StayPoints<sup>®</sup> landing page or your company’s StayPoints<sup>®</sup> guest reward’s page] to learn more about the program.

(Your contact info)