



19

great gifts to grab
before they're gone



Golf Referral Card Guide

Using the Golf Referral Card

19

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**Refer a friend to join this month
and choose a great free gift.**

For you to receive your free gift simply enter your friend's details and hand in to reception and we'll contact them on your behalf. You can also give it to your friend who needs to bring it along when joining. Please note this voucher must be completed prior to your friend joining, for the gift to be valid. Once they join we will send you a gift voucher to redeem against the gift of your choice.*

Your Name:




Membership No.

Friend's Name:

Friend's Contact Number:

Friend's Email:

*Terms and conditions apply. Gift only applicable when friend joins. Some referral gifts require more than one joiner.



The Member referral programme is now available for Golf!

You should all by now have your referral cards available at your reception area to allow your members to refer their friends in one simple and easy step.

All they need to do is fill in the referral card (Example to the left) and hand into reception/golf pro shop. Once you have their friends details you can follow up on this lead and make an enquiry about them joining the club.

Once the referred friends joins, the golf member who made the referral is given a voucher with a unique code enabling them to claim from a selection of fabulous gifts.

Members Name & Membership Number to be filled in here.

Referral's Name & Contact Number to be filled in here.

Referral's Email to be filled in here.

Please see the next page for the process which the member follows.

Q Hotels Golf Campaign Notes 2010

This document contains details of the Golf Campaign activity for Q Hotels. This promotion will run from 1st April to 31st December 2010. No vouchers should be issued to Members after 30th November 2010.

All Vouchers expire on 31st December 2010.

Member Referral Terms and Conditions

- Members whom refer a friend to join Q Hotels Golf during 2010 are eligible to receive a gift.
- The Members friend must join on a 12 month contract basis.
- Once the friend has joined, the referring member should be issued with a Q Hotels Golf Voucher. Please note only the existing member is eligible to receive the reward.
- If a member makes multiple referrals during the campaign then they should be issued with a new voucher for every successful referral made.

Member Referral Mechanic

- Upon receipt of the voucher the member can redeem either on line or via the Q Hotels Promotions dedicated customer services line.
- To complete a test transaction Log onto www.qhotelsgolfpromotions.co.uk
- Enter demo voucher codes QPAL-D2FDEMIX1, QPAL-D2FDEMIX2 and QPAL-D2FDEMIX3. Enter separately for single Tier gifts and together for tiered gifts. Click "Submit". This is a demo / test code that can be used repeatedly for training / instruction purposes. Repeated use of this code does not generate any real orders.
- Select the gift you require and click "confirm selection".
- Click on "checkout" and enter your preferred delivery address.

- You will receive an automated e-order confirmation detailing order number, gift selected and delivery address.

Member Referral Gift Options

During the campaign the member can select from the following gift options:

- Tier 1- 1 voucher
- Branded Ladies or Men's Running Shoes
 - Magazine Subscription
 - Trio of Bestselling Wine
- Tier 2- 2 vouchers
- £50 Marks and Spencer Voucher
 - Apple 2Gb iPod Shuffle
- Tier 3 – 3 vouchers
- Adventure Smartbox
 - iPod Nano 8Gb
 - Logic3 i-Station27

Operational Guidelines

- Each club will receive an allocation of member referral vouchers at the start of the promotion.
- Once the member's friend has successfully joined on a 12 month contract they should be given one of the vouchers.
- To redeem the voucher and order their chosen gift the member will simply need to log onto www.qhotelsgolfpromotions.co.uk
- Instructions detailing how to redeem the vouchers are printed on the actual voucher (and above). It is critical that the member follows these instructions carefully. Please read these instructions and complete a test transaction using the demo codes provided to ensure you are familiar with the process.

- All gifts will be sent directly to the Members nominated delivery address using a "signed for" delivery service. No stock will be issued to Clubs.

- Vouchers expire on 31st December 2010. No vouchers should be issued after 30th November 2010

Campaign Security

- It is absolutely critical that ALL Vouchers are held securely at your Club to avoid loss / theft throughout the campaign.
- Each Voucher contains a totally unique code that can only be used once.
- At the end of each month D2F will provide Q Hotels with a report detailing voucher redemption by Club (D2F knows which Clubs have which vouchers and can therefore monitor voucher usage by club 100% accurately).
- Please see enclosed "Voucher Allocation Tracking Form". Please ensure that the Sales Team use this to track & record the distribution of all vouchers throughout the campaign. Every voucher issued must be recorded throughout the campaign.

Tracking and Measurement

Each voucher has a unique reference code. We will be keeping a record of voucher numbers so we will know how many vouchers have been sent out and then redeemed by club and which members have used them.

Order queries and faulty goods

For any issues with delivery, faulty goods, or general queries relating to orders the member should telephone 0845 8625309 (these contact details are printed on the member referral voucher).

Your contacts at D2F are as follows Eleanor Hopcroft - Incentives Account Co-ordinator eleanor@d2fgroup.com