

Hallmark

A L L I A N C E

Welcome to the Hallmark Alliance promotional program for 2008/09.

The Alliance program offers you, our premium independent retailer, a commitment to partner in growing your business with the flexibility to choose your in-store promotions, support in marketing your store locally and pride in being a member of the Hallmark brand community.

YOUR MEMBERSHIP IN ALLIANCE INCLUDES:

- Your choice of 4 in-store consumer promotions
 - Premium in-store signage
 - A members only Alliance website
- Priority website listing on www.hallmarkcards.com.au
 - Hallmark corporate and seasonal apparel
 - Self-run marketing templates
 - Priority shipping



Hallmark

A L L I A N C E

At Hallmark, we understand the difference between sell-in and sell-through. We pride ourselves on offering the products and services that maximise sales and profit for our retailers.

This is as true today in Hallmark Australasia as it was in 1921 when Rollie Hall, brother of our Founder, J.C. Hall, stated:

“We are only successful when our retailers are successful.”

– ROLLIE HALL, 1921

The Hallmark Alliance program is a testament to our commitment to partnering with our independent retailers.

For more information on the Alliance program, ask your account manager or call the Hallmark Customer Service Team - Freecall Australia wide on 1800 72 99 99

www.hallmarkcards.com.au/alliance



PROMOTIONS 2008/09



Develop your stores tailored marketing calendar by selecting 4 promotions as part of your membership - buy more promotions if you wish!

ALLIANCE PROMOTIONS INCLUDE:

- 1 Prize per store
- Point of sale

All competition legal terms and conditions and state permits



FEBRUARY 09
VALENTINE'S DAY

Share the Love!

IN-STORE 27th January - 14th February 2009



TO ENTER Buy a Hallmark Valentine's Day card and go into the draw to win a Sunbeam Espresso machine.
INCLUDES POS and Sunbeam coffee machine. 1 Prize per store

JULY
HALLMARK FREQUENT BUYER
BUY 5 GET 1 FREE

IN-STORE 1st July - 30th November 2008



A customer favourite!
TO ENTER Buy 5 Hallmark Cards and get 1 FREE valued at up to \$4.95. Limited to 400 customer claims.
INCLUDES POS kit and Frequent Buyer Customer Cards.

AUGUST / SEPTEMBER
FATHER'S DAY

Win Dad a JAG Watch!

IN-STORE 18th August - 7th September 2008



'Time' to celebrate Dad with this stylish JAG watch!
TO ENTER Buy a Hallmark Father's Day card and go into the draw to win a JAG Watch.
Watch model may vary subject to model availability.
INCLUDES JAG Watch & POS kit . 1 Prize per store.

OCTOBER
EVERYDAY

Win a Portable DVD & Kids Movie Pack!

IN-STORE 6th October - 31st October 2008



Win a portable DVD player and 3 kids movie titles - great for those long car rides!
TO ENTER Buy any Hallmark Licensed kids card & wrap in 1 transaction to go into the draw to win.
INCLUDES POS, portable DVD player and 3 kids movies. 1 Prize per store. Movie titles may vary to those shown above.

DECEMBER
CHRISTMAS

Win a \$500 Hallmark Christmas Hamper!

IN-STORE 10th November - 24th December 2008



Win a bumper Christmas Hallmark hamper including Wellington and Forever Friends plush, cards & wrap, gift books & more!
TO ENTER Buy 2 packs of Hallmark boxed cards to go into the draw to win. Sales of Hallmark boxed cards proudly support the NBCF.
INCLUDES POS and \$500 RRP of Hallmark product presented in a gift basket. 1 Prize per store.

MARCH 09
BIG BEAR TIME!

Win the Giant Forever Friends Bear!

IN-STORE 2nd March - 6th April 2009



Back by popular demand!
TO ENTER Buy 1 Forever Friends product and any other Hallmark product in 1 transaction to go into the draw to win the GIANT Forever Friends Bear.
INCLUDES POS and a 36"inch Forever Friends Bear. 1 Prize per store.

MAY 09
MOTHER'S DAY

Capturing Mother's Day Memories

IN-STORE 20th April - 10th May 2009



TO ENTER Buy a Hallmark Mother's Day card and go into the draw to win a digital camera for mum!
INCLUDES POS and digital camera. Camera may vary subject to model availability. 1 Prize per store.

JUNE 09
EVERDAY

Win A Pet Hamper For Your Furry Friend!

IN-STORE June 1st - June 28th 2009



Animal lovers will adore this hamper for the Furry Friend in their life!
Includes animal toys, books, frames, mugs, animal cards, stationery, wrap and gourmet animal treats.
TO ENTER Buy any 2 Hallmark products in one transaction to go into the draw. **INCLUDES** POS and \$500 RRP pet hamper. Image above is representational only and actual items may vary. 1 Prize per store.

ANYTIME

Forever Friends Bear Appearance!

IN-STORE Anytime pending your booking.



Create in-store magic with a 2 hour in-store appearance from the larger than life Forever Friends Bear!
An ideal way to attract customers to your store and promote Forever Friends card, gift and plush product sales.
INCLUDES POS and balloons for the bear to give away. (Please give us 3 weeks notice to ensure we can meet your date)



ALLIANCE

Develop your stores tailored marketing calendar by selecting 4 promotions as part of your membership - buy extra promotions if you wish!

ALLIANCE PROMOTIONS INCLUDE:

- 1 Prize per store
- Point of sale kit
- All competition legal terms and conditions and state permits

Purchase extra promotions for \$300 per promotion!

(invoiced in the quarter promotion ships)

2008/09

CHOOSE YOUR ALLIANCE PROMOTIONS

Store Name _____ Customer No# _____ Outlet No# _____

Your First Name _____ Surname _____

Email Address* _____

Store Address _____

Suburb _____ State _____ Postcode _____

Phone Number (_____) _____ Fax Number (_____) _____

Your Hallmark Account Manager's Name _____

Had you selected Mother's Day in the 2007/08 program ? YES* NO *If yes, select 5 promotions below

JULY
HALLMARK FREQUENT BUYER
BUY 5 GET 1 FREE
1st July - 30th November 2008

CHOOSE THIS PROMO

AUGUST / SEPTEMBER
FATHER'S DAY
Win Dad a JAG Watch!
18th August - 7th September 2008

CHOOSE THIS PROMO

OCTOBER
EVERYDAY
Win a Portable DVD & Kids Movies!
29th September - 31st October 2008

CHOOSE THIS PROMO

DECEMBER
CHRISTMAS
Win a \$500 Hallmark Christmas Hamper!
10th November - 24th December 2008

CHOOSE THIS PROMO

FEBRUARY 09
VALENTINE'S DAY
Share the Love with a Coffee Machine!
27th January - 14th February 2009

CHOOSE THIS PROMO

MARCH 09
BIG BEAR TIME!
Win the Giant Forever Friends Bear!
2nd March - 6th April 2009

CHOOSE THIS PROMO

MAY 09
MOTHER'S DAY
Mother's Day Memories Camera Comp.
20th April - 10th May 2009

CHOOSE THIS PROMO

JUNE 09
EVERDAY
Win A \$500 Pet Hamper!
June 1st - June 28th 2009

CHOOSE THIS PROMO

ANYTIME
Forever Friends Bear Appearance!
Anytime pending your booking.

CHOOSE THIS PROMO

See the Alliance Promotions 08/09 brochure for full details and promotion mechanics.

Total promotions selected _____

PLEASE RETURN THIS FORM BY FRI JUNE 13th 2008 if selecting Frequent Buyer to ensure timely delivery of promotion

TO SELECT YOUR PROMOTIONS : GO ONLINE www.hallmarkcards.com.au/alliance
OR FAX 03 9730 44 99 OR POST 10 Caribbean Drive Scoresby, VIC 3179

For queries call the Hallmark Customer Service Team - Freecall Australia wide on 1800 72 99 99