

## Allegiant Products: **Custom Rewards**

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Allegiant develops custom reward programs for clients that have unique challenges or those that intend to have a need to motivate their constituencies for an extended period of time. While custom reward programs can be as unique as the needs of the client, solutions may include, but are not limited to the following:

- **Frequency & Loyalty Card**

Identifies preferred customers and provides them with special discounts, services and perks. May also include a card with company brand and/or program name.

- **Affinity Credit Card**

Enables member of your not-for-profit organization to make purchases everywhere Visa/MasterCard is accepted. Identifies them as a preferred member and provides them special privileges. Carries the name of your organization.

- **Co-Branded Credit Card**

Enables customer to make purchases at your business, and everywhere else Visa/MasterCard is accepted. Identifies them as a preferred customer and provides them special discounts, services and perks. Carries company brand/program name.

- **Private Label Credit Card**

Enables customer to make purchases at your business. Identifies them as a preferred customer and provides them special discounts, services and perks. Carries company brand/program name.

- **Gift Card**

Offers your customers the opportunity to “gift” your goods and services to their family, friends and business associates. Card is accepted at your establishment and carries your company brand/program name.

Allegiant custom rewards can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.

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