

INVITATION FOR MEMBERSHIP AND OVERVIEW



OUR MISSION

The **Retail Gift Card Association** is a trade association of diverse, closed loop gift card retailers with a commitment to promote and protect the use of gift cards. Our members follow a code of principles which promote best practices and standards to help the industry grow and shape in ways that benefit both members and consumers.



gift
card

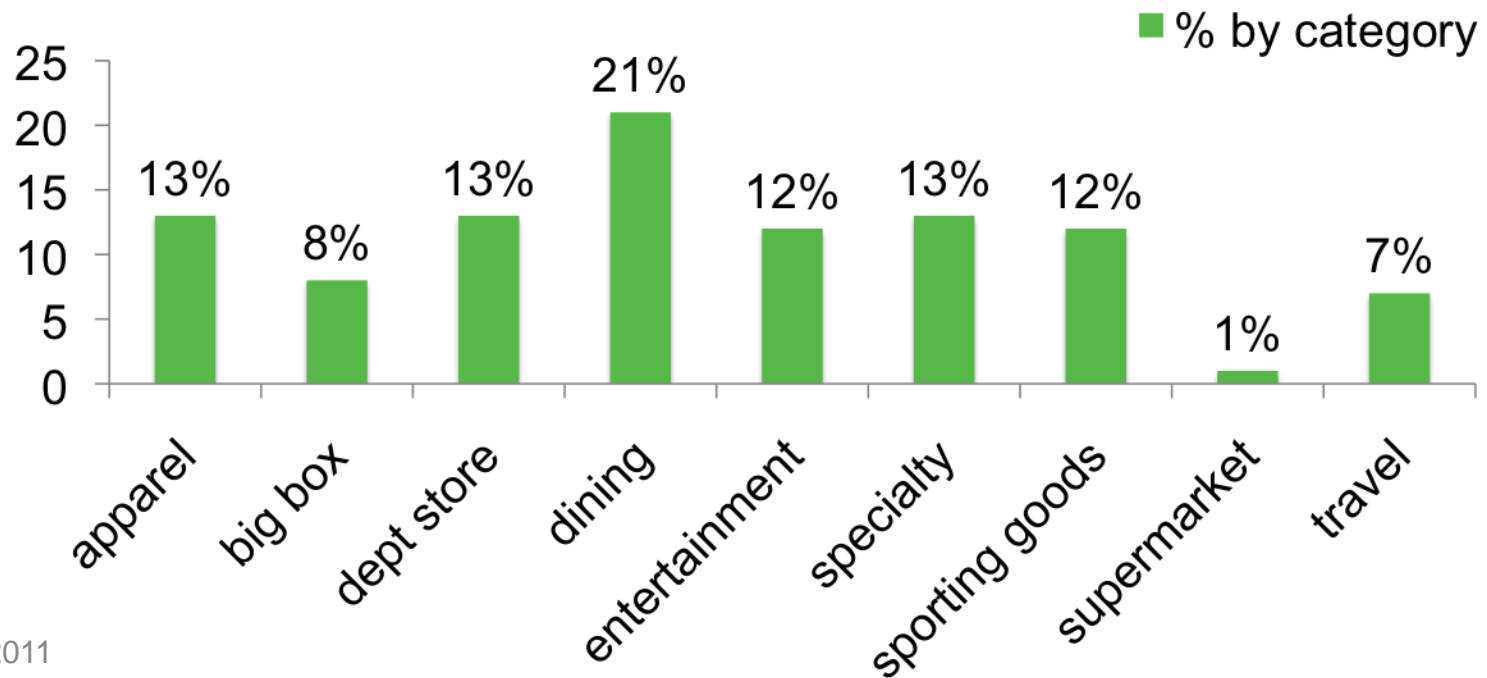


WHY THE RGCA WAS CREATED

- The RGCA was formed by retailers for retailers with a primary goal of focusing solely on closed loop gift cards
- Be a single unified voice for closed loop
- A safe, confidential environment to speak about challenges and solutions
 - Service providers and resellers are not eligible
- Benefit from pooling resources together
- Help boost consumer confidence
- Proactively influence regulations around the closed loop industry

WHO WE ARE

- 55 member companies representing 150+ brands
- Combined membership comprises over 70% market share for closed loop cards
- 48% listed in Fortune 500



RGCA MEMBERS

Aeropostale
AMC Theatres
American Airlines
American Eagle
Applebees
Barnes & Noble
Bass Pro Shops
Belk
Best Buy*
Bloomingdales
Bon Ton
Brinker
Cabelas
Cheesecake Factory
Cracker Barrel
Darden
Disney
Dunkin' Brands
Foot Locker

Gap
Giant Eagle, Inc.*
Golfsmith
Hallmark Gold Crown
Harley-Davidson Financial Services
Home Depot Incentives, Inc.*
jcpenny*
Jiffy Lube
Kohls
Landry's Restaurants
Lego
Limited Brands (BBW)
LL Bean, Inc.
Lowe's
Macys*
Marriott International
McDonalds
Nike
OSI/Outback

Panera Bread
Red Door Salons
Regal Entertainment
REI
Sears Holding Company*
Showcase Cinemas
SpaFinder*
SpaWeek
Staples*
Starbucks
Subway*
Taco Bell
Target Financial Services*
TJX
Universal Orlando
Walmart*
Williams-Sonoma

BENEFITS

Education & Resources	Industry research, “members-only” data, business intelligence, webinars, and white papers
Government Relations	Represented by DFR&G- highly respected law firm & payment specialists <ul style="list-style-type: none">• Special rates for RGCA members• Legal webinars and information provided exclusively to RGCA
Special Pricing & Discounts	<ul style="list-style-type: none">• Trade show discounts• Discounts on research• Paybefore Subscriptions (new members only)• Collaboration & Advocacy• Roundtable and panel discussions, networking events with other members, strategic relationships• Confidential open forum; members encouraged to voice their opinions• Help shape the future of the industry• Product & service provider reviews

KEY ACCOMPLISHMENTS

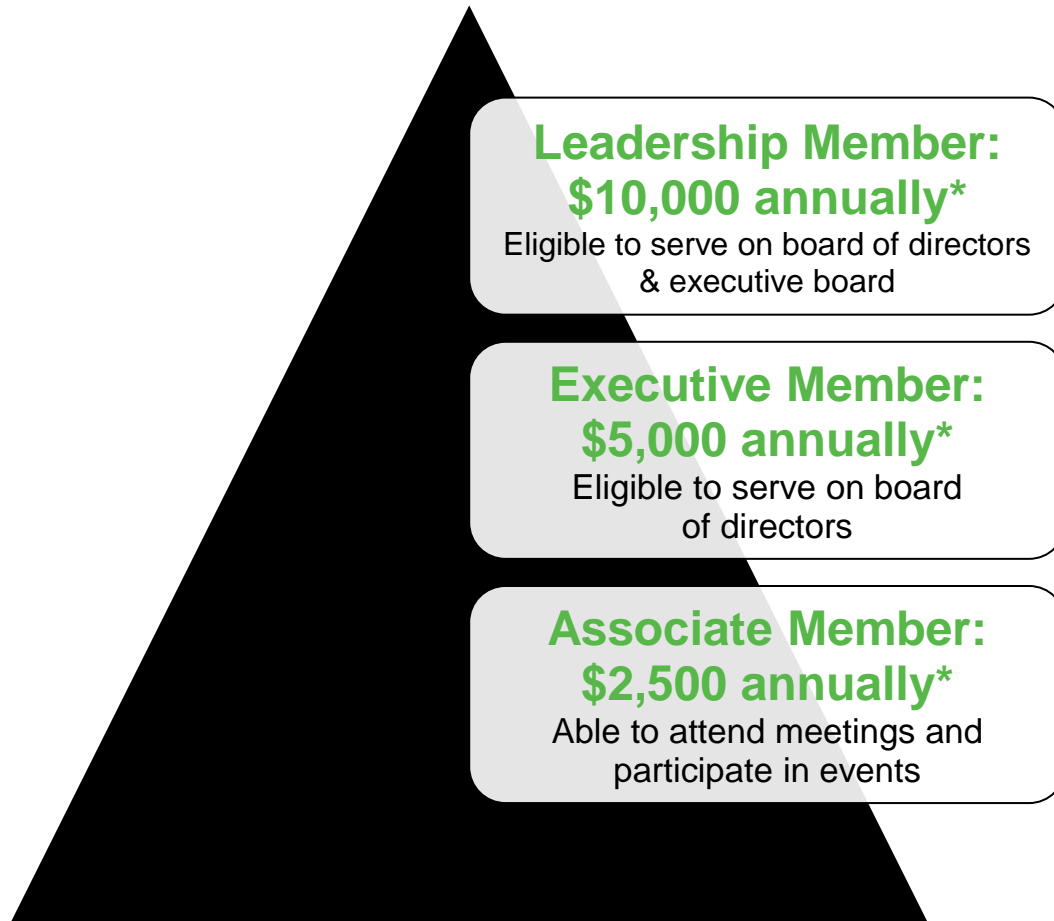
- Worked in conjunction with various lawmakers forming rules and regulations that are fair to the consumer as well as the retailer
- Regulatory agencies and media frequently seek us out for input and interviews
- Strategic partnerships with key industry associations
- 100% renewal rate from our current members
 - References available upon request

MEMBERSHIP REQUIREMENTS

- RGCA membership is open to retailers, restaurants, and travel-and-entertainment merchants whose core business is to sell products or experiences but who also issue and offer closed loop gift cards.
 - retailers agree to have a gift card program that is consumer friendly
 - Must be committed to the growth of the industry
 - Agree to sign and abide by NDA
 - Committed to continuous industry improvement concerning fraud and security
 - RGCA members will not discriminate in any way due to race, color, religion, national origin, gender, and sexual orientation, marital or parental status.
 - RGCA members will not discredit or disparage products, programs, or services of competitors by providing inaccurate or confidential information or by making derogatory remarks about fellow members or their products and services.

*Abbreviated Code of Principles. Complete code can be accessed at www.theRGCA.org

MEMBERSHIP LEVELS



*New members receive a 10% discount off of first year dues
Additional benefits vary by level of membership

NEXT STEPS

For more information on becoming a member of the Retail Gift Card Association please contact:

Rebekka Rea

rebekkar@thergca.org

405-475-2902

www.theRGCA.org



gift
card

