

Partnership Proposal: Community Gift Card Collaboration (CGCC)

Prepared For: fitness by ARTIZEN x Tín Marín

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1. Introduction

At *fitness by ARTIZEN*, they believe in building strong community connections by partnering with like-minded local businesses. I would like to propose a partnership with Tín Marín that enhances the value of their service packages for customers, while driving new sales and customer traffic to Tín Marín.

The idea: **each service package sold by fitness by ARTIZEN includes a gift card from Tín Marín.** This creates a win-win experience—customers receive added value, and both of our businesses expand brand reach and community presence.

2. How It Works

- *fitness by ARTIZEN* offers a service package priced at \$1000.
- Each package includes a \$50 Tín Marín gift card.
- Customers redeem the gift card at Tín Marín introducing them to your cuisine and services.

3. Partnership Benefits

For Tín Marín:

- Guaranteed upfront revenue from discounted gift card sales.
- Increased customer traffic and the opportunity for upsell beyond the gift card value.
- New customer acquisition driven by *fitness by ARTIZEN*'s client base.
- Shared community-focused marketing campaign.

For fitness by ARTIZEN:

- Enhanced value of their packages, improving sales appeal.
- Ability to offer exclusive perks that differentiate them from competitors.
- Strengthened brand image by partnering with a respected local business.

For Customers:

- More value for their purchase.
- Introduction to another trusted local business.
- A sense of being part of a community-driven initiative.

4. Financial Model Options

I propose exploring one of the following structures (open to discussion):

Cost-Sharing Model

- **How it works:**
fitness by ARTIZEN purchases gift cards from Tín Marín at a **discounted rate** (e.g., \$50 gift card for \$40).
- **Benefits:**
 - *fitness by ARTIZEN* enhances its package value without shouldering the full gift card cost.
 - Tín Marín secures guaranteed upfront revenue and the chance for additional sales when customers redeem.

Mutual Sponsorship / Marketing Fund

- **How it works:**
Both businesses contribute to a **co-marketing budget** that subsidizes the cost of including the gift card in packages.
 - Example: *fitness by ARTIZEN* pays \$25, Tín Marín pays \$25 toward each \$50 card.
- **Benefits:**
 - Builds goodwill without one side bearing the full cost.
 - Easier to justify as a **marketing expense** rather than a discount.

Deferred Reimbursement Model

- **How it works:**
fitness by ARTIZEN issues gift cards from Tín Marín **at face value**, but Tín Marín only gets paid **when the cards are redeemed**.
- **Benefits:**
 - *fitness by ARTIZEN* has lower upfront costs.
 - Tín Marín benefits from breakage (unused cards) and delayed cash-out.

Upsell/Referral Kickback

- **How it works:**
fitness by ARTIZEN gives out a **\$50 gift card** from Tín Marín as part of the package.

For each redemption, Tín Marín tracks it and **pays a referral fee** or a small commission back to *fitness by ARTIZEN*.

- **Benefits:**
 - Incentivizes *fitness by ARTIZEN* to keep selling packages.
 - Tín Marín gains new customers and only pays for actual traffic.

5. Marketing & Promotion

- Joint branding on all service package promotions.
- Social media cross-promotion featuring both businesses.
- In-store or online co-marketing materials to highlight the partnership.
- Opportunities for community storytelling around “local businesses supporting local customers.”

6. Next Steps

Discuss which financial model works best for both businesses and tailor this partnership to meet both their goals. Set up a meeting to align on details and create a launch timeline.

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