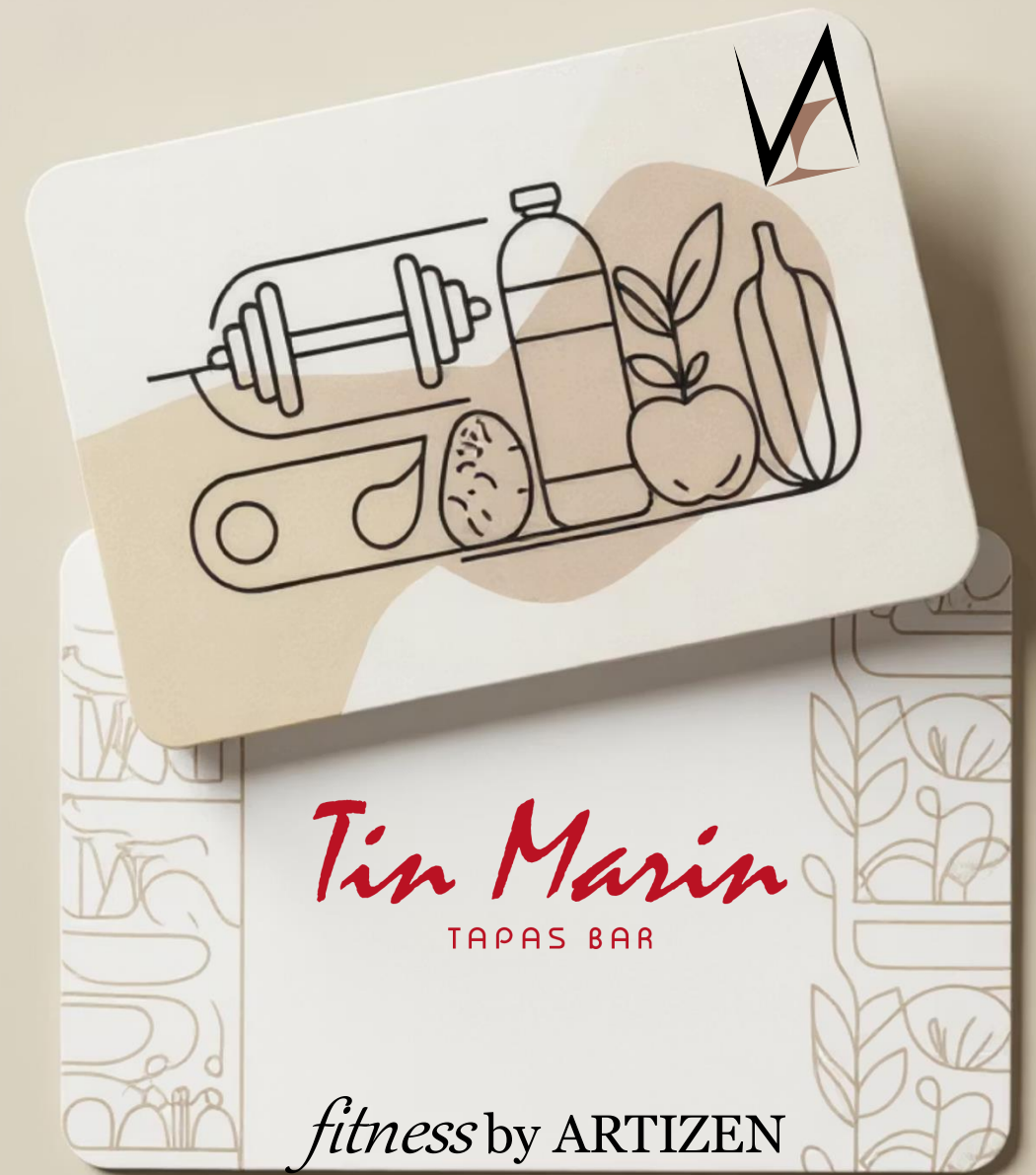


Community Gift Card Proposal

A strategic partnership proposal between *fitness* by ARTIZEN and Tín Marín to enhance customer value while driving mutual business growth through community-focused collaboration.

fitness by ARTIZEN

Tín Marín
TAPAS BAR





The Partnership Vision

Community Connection

Building strong local business relationships that benefit our shared customer base and strengthen community ties.

Enhanced Value

Each *fitness* by ARTIZEN service package includes added value through Tín Marín gift cards.

Win-Win Growth

Mutual expansion of brand reach, customer acquisition, and revenue opportunities for both businesses.

How It Works

01

Package Sale

fitness by ARTIZEN sells \$1,000 service package to customer

02

Gift Card Inclusion

Each package automatically includes a \$50 [Tín Marín](#) gift card

03

Customer Redemption

Customers come to [Tín Marín](#) to use their gift cards and enjoy the delicious food and sophisticated atmosphere.



Benefits for *Tin Marin*

TAPAS BAR



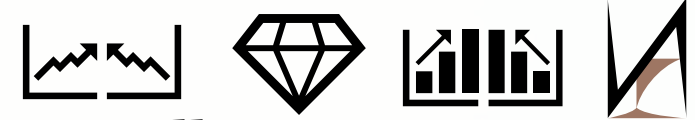
Guaranteed Revenue

Upfront revenue from discounted gift card sales with immediate cash flow benefits.



New Customer Traffic

Access to *fitness* by ARTIZEN's client base, introducing new customers to your cuisine and services.



Upsell Opportunities

Customers often spend beyond gift card value, creating additional revenue per visit.

Benefits for *fitness* by ARTIZEN

Enhanced Package Value

\$50 gift card inclusion makes packages more attractive and competitive in the market.

Brand Differentiation

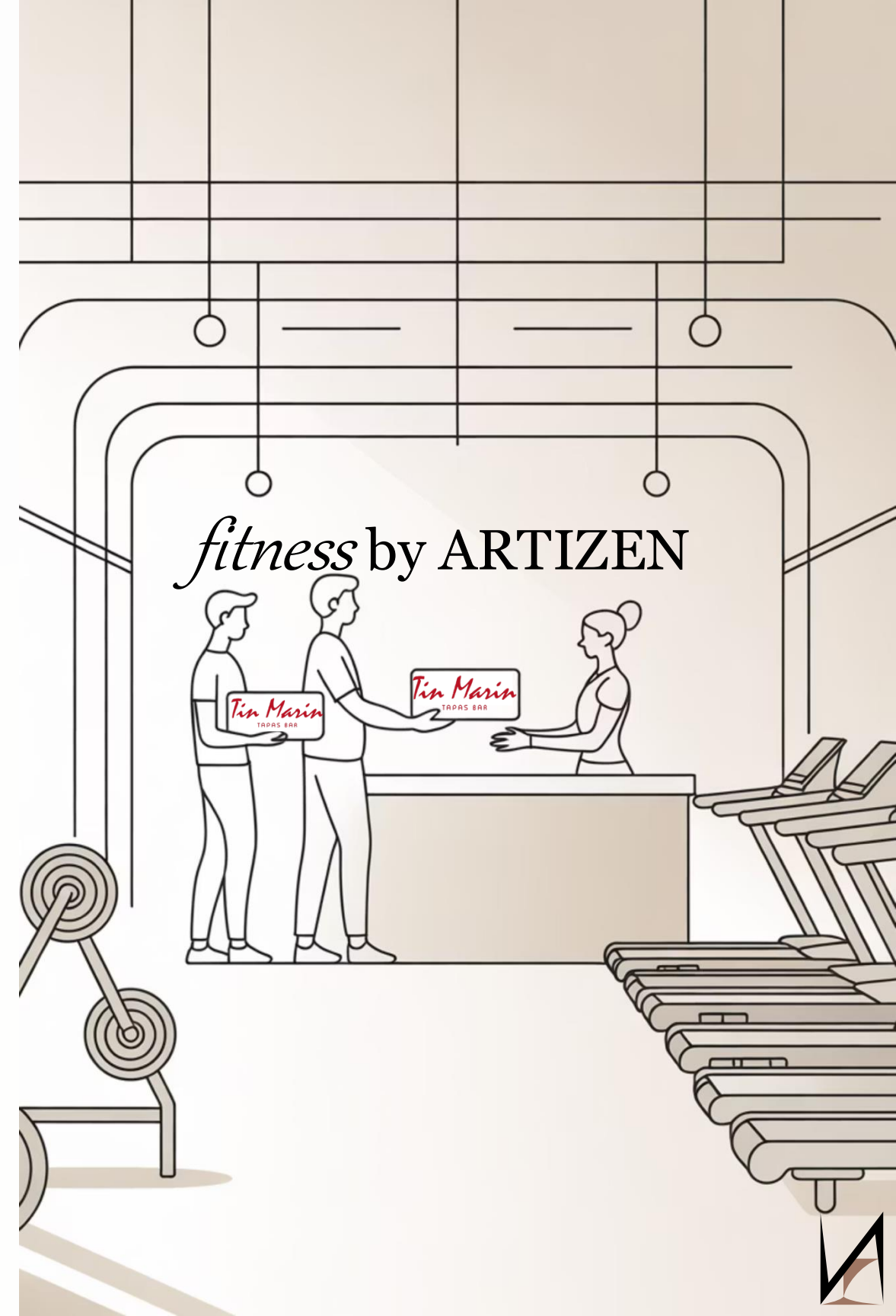
Exclusive partnership perks set *fitness* by ARTIZEN apart from competitors.

Strengthened Brand Image

Association with respected local business enhances community reputation and trust.

Customer Satisfaction

Added value creates happier customers and potential for increased referrals.



Financial Model Options

1

Cost-Sharing Model

fitness by ARTIZEN purchases \$50 gift cards at discounted rate (\$40), ensuring guaranteed revenue for Tín Marín.

2

Mutual Sponsorship

Both businesses contribute \$25 each toward \$50 gift card cost through shared marketing budget.

3

Deferred Reimbursement

[Tín Marín](#) gets paid only when cards are redeemed, reducing upfront costs for *fitness* by ARTIZEN.

4

Referral Kickback

[Tín Marín](#) pays referral fee for each redemption, incentivizing continued partnership promotion.



The Customer's Value

More Value for Purchase

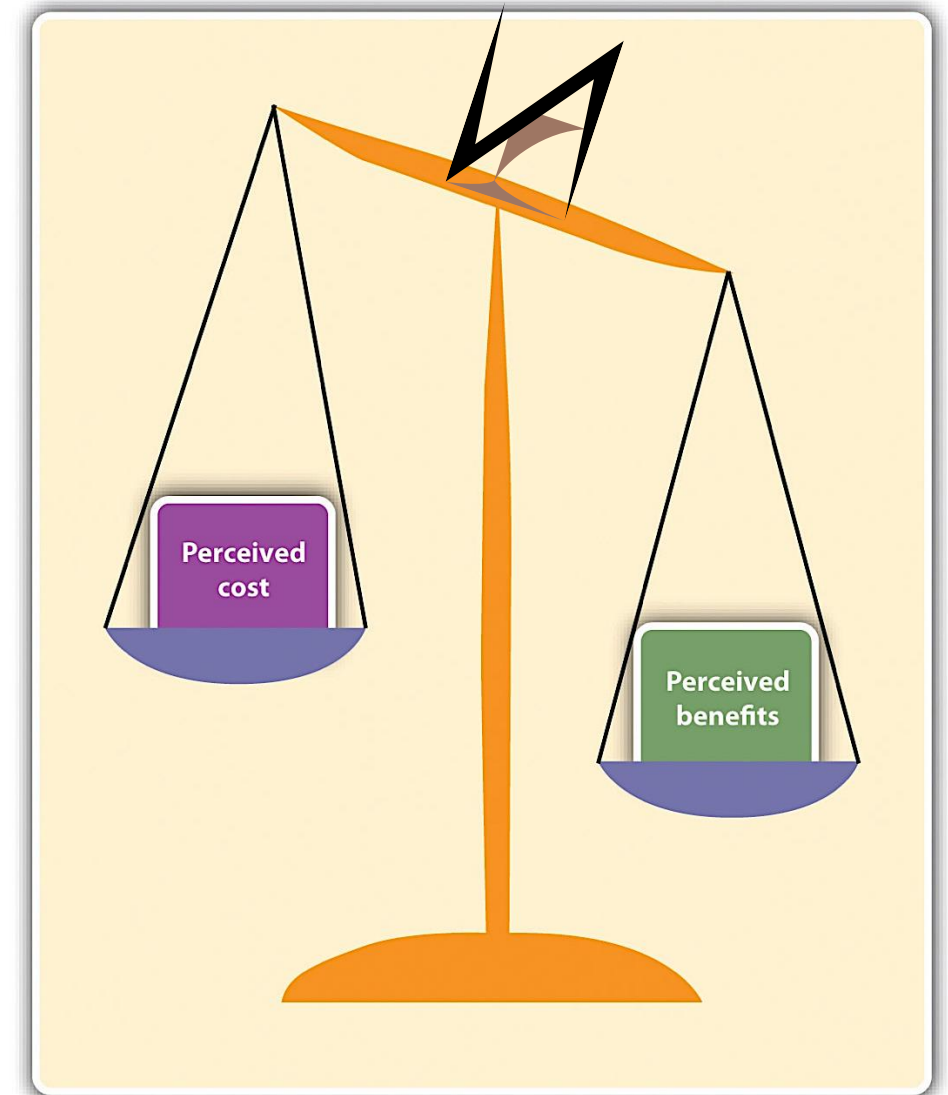
Customers receive additional \$50 value with their fitness package investment.

Local Business Discovery

Introduction to trusted local restaurant they might not have discovered otherwise.

Community Connection

Participation in community-driven initiative that supports local business ecosystem.



Marketing & Promotion



Joint Branding

Co-branded materials for all service package promotions highlighting the partnership.



Cross-Promotion

Social media campaigns featuring both businesses and shared customer success stories.



Community Storytelling

Supports narrative of "local businesses supporting local customers" for authentic marketing.





Implementation Timeline

1

Week 1-2

Initial meeting to discuss financial model preferences and partnership terms.

2

Week 3-4

Finalize agreement details, create joint marketing materials, and establish tracking systems.

3

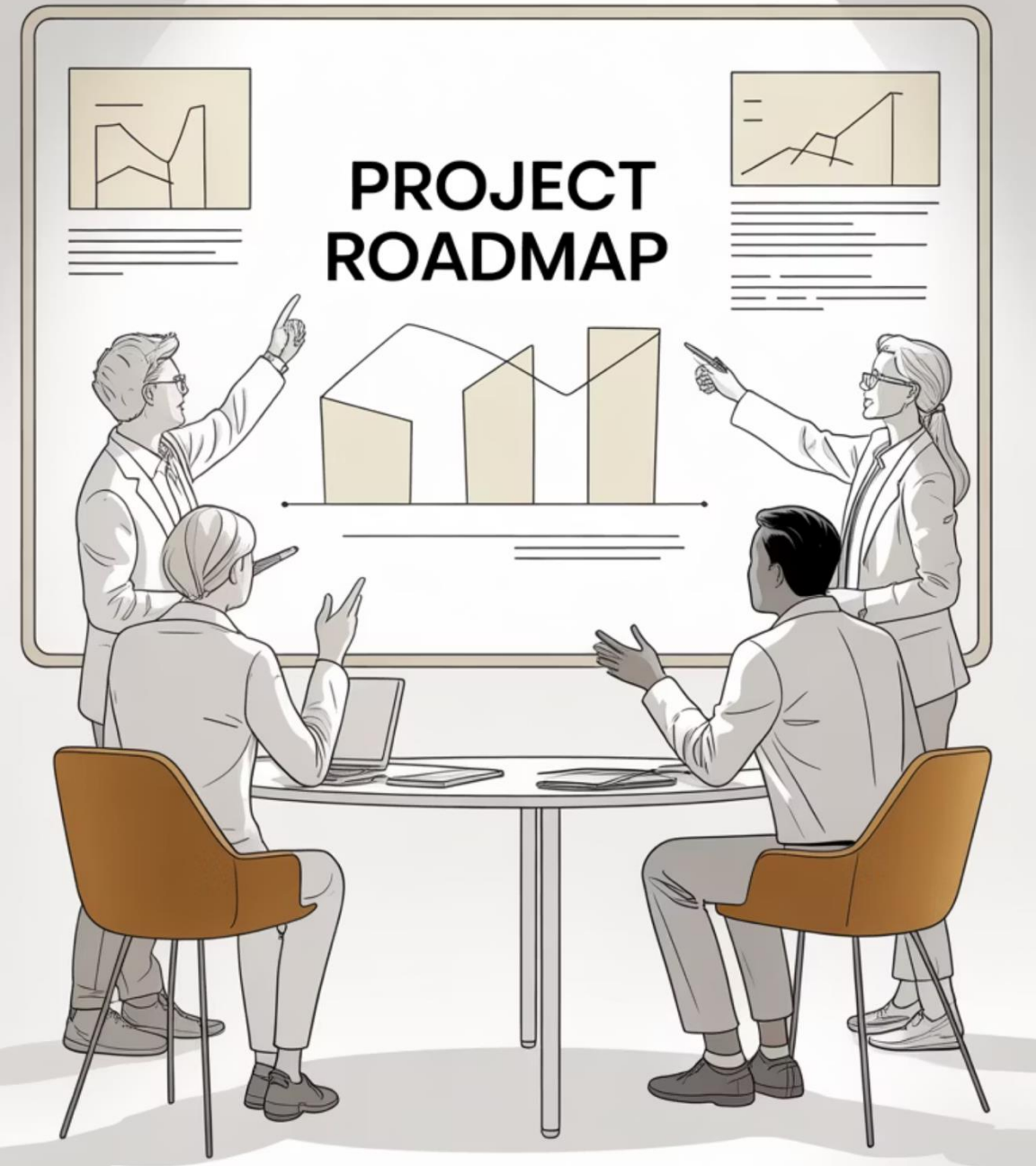
Week 5-6

Launch partnership with initial customer packages and begin promotional campaign.

4

Month 2+

Monitor results, gather feedback, and optimize partnership for maximum mutual benefit.





Ready to Partner?

Contact Information

Edward Liriano

Idea Advisor/Owner

[Liriano Idea Advisors](#)

Adam Castillo

fitness by ARTIZEN

Next Steps

Let's schedule a meeting to discuss which financial model works best and create a launch timeline that meets both businesses' goals.

- ☐ This partnership represents an opportunity to strengthen our community while growing our businesses together.