

A Revolutionary Way for Cigar Shops to Reward Loyal Customers and Create New Customers



CIGAR*DOJO

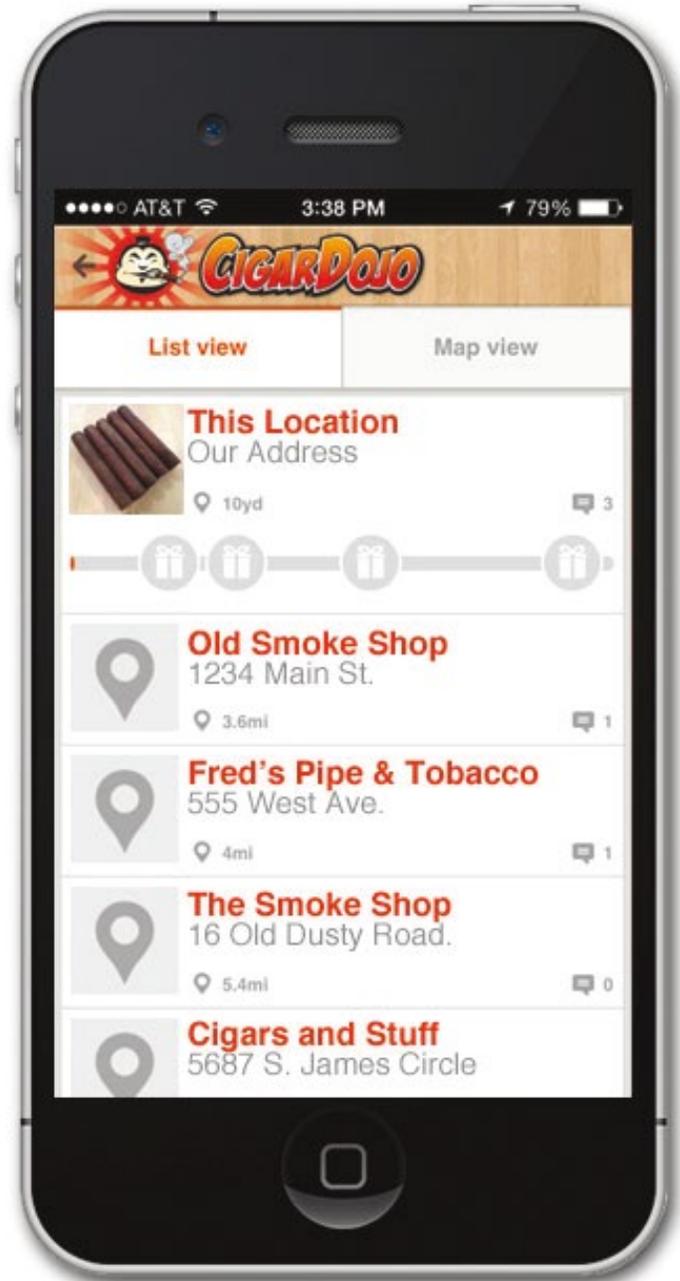
**LOYALTY &
REWARDS
PROGRAM**

Game Changer

Imagine if you could **reward your loyal customers** as well as **bring in new business** with almost no effort on your part?

The **Cigar Dojo Loyalty and Rewards program** is a game changer for brick & mortar cigar shops. Not only is it free for cigar shop customers, but the program literally runs itself. No need for hand written notes behind the cash register or expensive point of sale equipment. And best of all, it's the **ONLY** program of its kind that creates a **viral "buzz"** for your shop, helping to bring in new business!

The Cigar Dojo app is already installed on **over 60,000** cigar smoker's phones (*that number grows by the second*). Now cigar shops can leverage the power of "the Dojo" to run their loyalty & rewards program for a very small yearly fee.

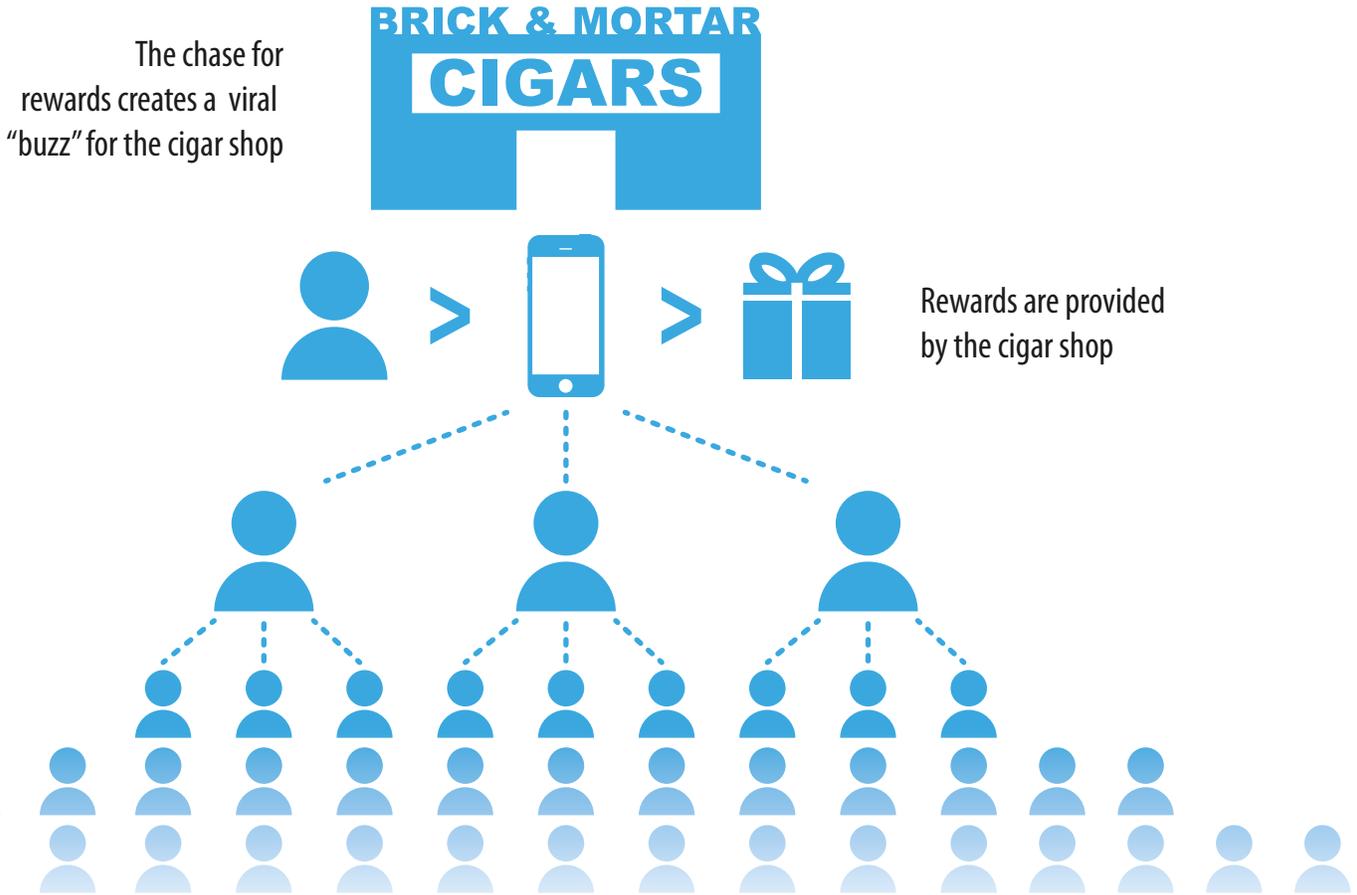


Cigar shops that are in the Cigar Dojo Loyalty and Rewards program display an enhanced listing in the Cigar Dojo shop locator, indicating they offer rewards for customers.

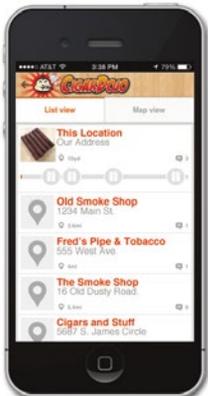
EASY - EFFECTIVE - FREE

OVERVIEW - How Does it work?

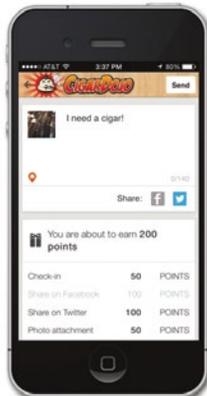
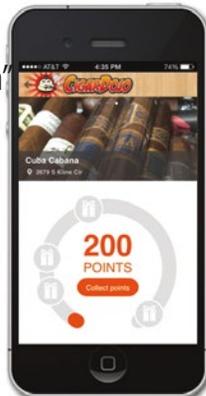
The Cigar Dojo is a FREE app for cigar smokers that can be downloaded for iPhone or Android. Users can check in to a participating store to earn points that can be turned into rewards. As they earn rewards, they **spread the message** for your shop via social network.



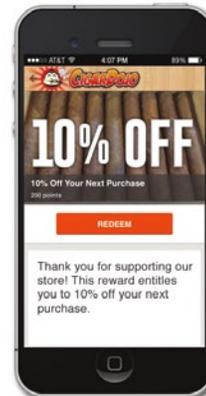
It's as easy as 1 - 2 - 3



The customer clicks "check-in" and selects the shop from the list on the app.



They click "collect points" and enter their check-in message. Optionally add pic & send to Twitter or Facebook for more points



Once they have collected enough points for a reward they can click "redeem" and show to the cashier.

That's it!

The app uses GPS technology to verify that the customer is at the store. A customer can only collect points once per day.

SETUP & USE

The Cigar Dojo loyalty & rewards program is ridiculously simple to use for both the customer and the shop owner. With just a little bit of setup (*don't worry, we handle that*) the shop is up-and-running! Here is a detailed look at how it works.

After signing up with the program, the shop owner decides on the Reward mode (see below) as well as the rewards and points it takes to reach prizes. There can be as few, or as many, rewards as desired. The Dojo staff has a recommended rewards schedule as a starting point. The Dojo staff does all the setup in the backend of the Dojo app.

Cuba Cabana + ENABLED

2679 S Kline Cir, Lakewood

Rewards
Cashiers
Rules

+ Reward

Title	Points	Since - Till
Desktop Humidor	24000	09/11/2014 - 09/11/2015
25% OFF Box Purchase	12000	09/11/2014 - 09/11/2015
10% Off Your Next Purchase	200	09/02/2014 - 09/02/2015
Free Cigar	4800	09/02/2014 - 09/02/2015

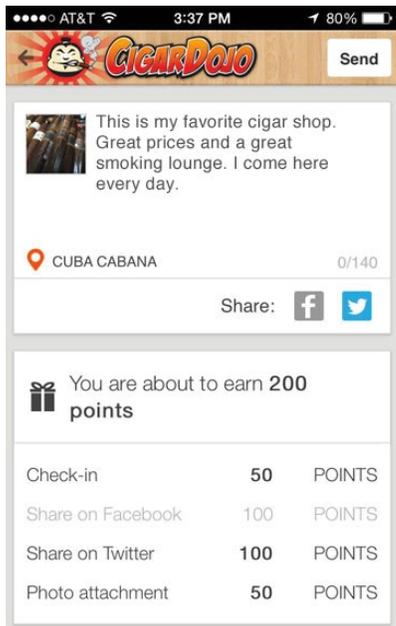
That's all the setup there is!

The Dojo staff handles all the setup so you don't have to

2 REWARD MODELS TO CHOOSE FROM

Participating shops can choose one of two rewards models:

Social Check-In Rewards (FREE)



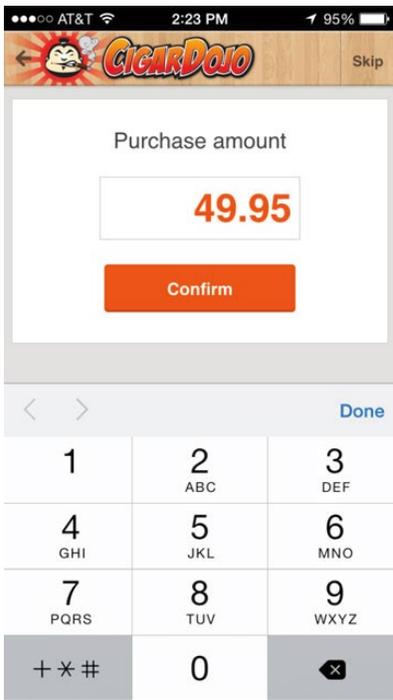
The **Social Check-In Rewards model** is based completely on the user checking in to participating locations and sharing on social media. Points are rewarded for: Dojo check-in, Twitter, Facebook, & attached image.

No purchase is necessary to earn points.

Points can only be earned **once per-day** and user **MUST** be inside shop to earn points.

or...

Rewards for Purchase. (PREMIUM)



The **Rewards for Purchase model** takes a bit more effort on the part of the employees at the shop. **Rewards are earned for the total amount of each purchase at the store.** A store employee/cashier enters a secret code on the users phone and then enters the amount to verify the purchase.

Users can earn points multiple times in one day (*assuming they make multiple purchases*).

Users get bonus points for sharing on Facebook & Twitter.

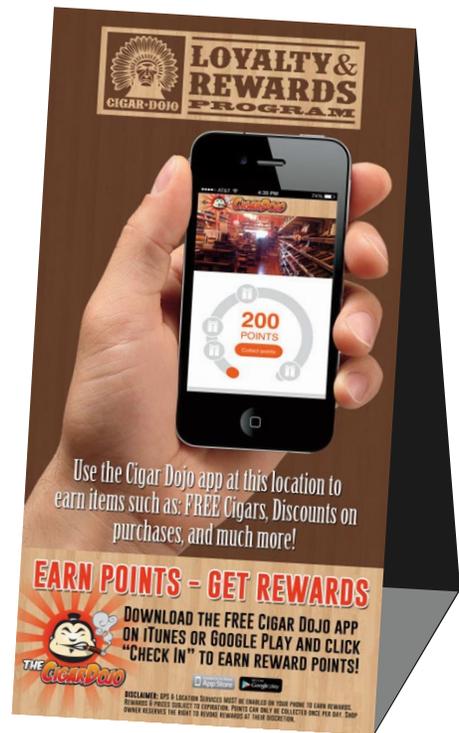
PROMOTING YOUR REWARDS PROGRAM

Let Your Customers Know!

No loyalty and rewards program is effective unless the customer is aware that it exists. That's why every shop that signs up with the Cigar Dojo loyalty & rewards program will receive shop materials to help promote the program. *(Only available on premium version of the Loyalty & Rewards Program)*



8.5x11 inch posters



4x8 inch point of sale tent



2x6 inch stickers

To get the most out of your Cigar Dojo Loyalty & Rewards Program make sure to get have your customers download the FREE app and start earning points.

Pricing

The Cigar Dojo Loyalty & Rewards program comes in two flavors:
FREE & PREMIUM.

FREE OR **\$149.95** **Per Year**
per location

Call or email today!

970-703-DOJO
3656

info@cigardojo.com



*...or fill out the following two pages
and fax them to 303-889-5151*

SAMPLE REWARDS SCHEDULE

SOCIAL CHECK-IN MODEL - FREE

POINT VALUES: Dojo Checkin 50 Points - Share on Facebook 100 Points - Share on Twitter 100 Points - Add Image 50 Points

Rewards Schedule

Reward #1

15% OFF Next Purchase

Points Required

1,000 Points

Reward #2

FREE Cigar

Points Required

4,000 Points

Reward #3

25% OFF Next Purchase

Points Required

10,000 Points

Point values and rewards cannot be customized in the FREE version

REWARDS FOR PURCHASE MODEL - PREMIUM

POINT VALUES: 1 point per dollar spent - Dojo Check-in 10 points - Share on Facebook 10 Points - Share on Twitter 10 Points - Add Image 5 Points

Example Rewards Schedul (Can be customized for each shop)

Reward #1

15% OFF Next Purchase

Points Required

400 Points

Expires

12 Months 6 Months

Reward #2

FREE Cigar

Points Required

1,000 Points

Expires

12 Months 6 Months

Reward #3

25% Off Box Purchase

Points Required

2,000 Points

Expires

12 Months 6 Months

GRAND PRIZE (limit 1)

FREE Box of Cigars

Points Required

5,000 Points

Expires

12 Months 6 Months

Point values and rewards can be customized to your liking

By default, rewards expire in 12 months. You can set them to expire in 6 months to make the rewards more challenging. After rewards expire the Dojo staff will create a new set of rewards that are the same or different if you want to mix it up.

Shop info and payment form.

FREE OR **\$149.95** Per Year
per location

SHOP INFO

Shop Name: _____ **Shop Phone:** _____

Shop Website URL: _____

Shop Address: _____

If selecting the FREE version you can skip the payment info below.

CONTACT & BILLING INFO

Name: _____ **Phone:** _____

Email: _____

Credit Card Number: _____

Expiration Date: _____

CVV #: _____

Billing Zip Code: _____



To setup your shop today, fill out this form and fax it to: (303) 889-5151

Or call us and we can setup your shop and billing over the phone.

970-703-DOJO
3656