

Palamari's loyalty program

As our goal it's to offer our guests a unique and complete experience within Palamari 's Cultural Center, our curent focus it's to reward those who are constantly with us by introducing a brand new loyalty system named "***Palamari's thanks you!***"

The aim of this program is to thank our loyal guests for appreciating and recognizing the quality of our services by rewarding them according to their involvement in Palamari's Cultural Center activities.

Thus, we classify the main ***three categories of guests*** as follows:

- ***ProActive*** (coordinators, teachers)
- ***Active*** (parents and children)
- ***Standard***

* The official recognition of guests belonging to a specific category is based on the possession of Palamari's loyalty cards corresponding to each category as it follows:

The PROACTIVE card-dedicated to professionals (teachers) who serve as coordinators for organized groups.

The main benefits of ProActive category are:

→The opportunity to ***put your most challenging ideas and projects into practice in a non-formal environment***, having Palamari's team support. All you have to do is to come up with your idea and we promise to do everithing posible to implement it for you (thematicworkshops, debates, competitions, extracurricular activities etc).

In order to give to your ideas (activities and workshops) a new dimension you will automatically qualify for the "***Palamari's rewards proactivity***" raffle that will be held at the end of the school year, giving you the opportunity win various attractive prizes.

→***Access to various campaigns, workshops, lectures, presentations, debates*** etc, activities that are exclusively reserved to our proactive guests.

*All activities, promotions, discounts available exclusively for ProActive cardholders will be brought to their attention through the official website ***www.palamaris.ro***

→***Participation certificates***: Palamari's Cultural Centre welcomes the active involvement of its ProActive partners, the knowledge assesment and the aquiredskills during the program being recognized though ***diplomas issued with the support of Braşov County School Inspectorate***.

→ ***Loyalty bonuses, discounts or prizes*** based on the loyalty card ProActive- in order to obtain the proactive loyalty card the proactive partner has to organize and coordinate a group during a whole weekend interactive program or to participate in a minimum of 4 workshops during the school year.

Examples of bonuses:

- **Custom object bonus:** granted for coordinating an organized group in at least 4 workshops or one weekend program within a school year.

- **Family Weekend bonus:** granted for coordinating an organized group in two interactive programs (lasting 7 days) during the course of a school year.

- **Celebrate your birthday at Palamari's Center bonus:** granted for coordinating organized groups in 4 weekend interactive programs (lasting 2 days each) held in Palamaris during a school year.

- **Party with your loved ones at the Cultural Center Palamari's bonus:** granted to the proactive partner which is a ProActive cardholders and recommends Palamari's Cultural Center to 4 new potential Proactive partners; the condition is that the professionals to which the cultural center was recommended to purchase a package of services until the end of an calendaristic year. The prize consists in the opportunity of organizing a special event (surprise party, birthday party theme) for a maximum of 40 guests in the venue location available in our Cultural Center.

* Each COORDINATOR will receive from the host (Palamari's center) 4 Standard loyalty card which he can give to those 4 potential Proactive partners in order to promote the center and recommend Palamari's services.

- **Get bigger bonuses!:** Palamari's Center will offer its guests the opportunity to increase the bonuses obtained for purchasing our services in certain periods of the year and the possibility to get considerable discounts.

The periods in which the bonuses are granted can change, so we strongly recommend to check periodically our Centre's website www.palamaris.ro for our latest updates.

Occasional bonus magnification examples: off-season offers, happy weekend offers, happy hour offers (for timing), for booking or paying in advance etc.

Under the loyalty program we offer you the possibility to:

* Accumulate all vouchers obtained during a school year

* Accumulate all bonuses obtained during a school year

The ACTIVE card-dedicated to parents and children which are actively participating (minimum 2 activities / year) within the programs organized by our ProActive partners.

Among the benefits offered to this specific category, we can mention:

→ **Participation Certificates** that will be awarded in order to recognize all new skills acquired during the interactive programs.

→ **10% discount for the 2nd child** that is signed up in the creative workshops or activities that are organized exclusively for the group that participants belong to.

→ **Custom handmade objects:** within the workshops all participants will customize or create handmade decorative objects which will be offered to them by Palamari's team as a souvenir at the end of the program.

→ **Automatic qualification into the "Palamari's awards active involvement"** raffle in which attractive prizes can be won by both children and parents.

→ **10% reduction for the independent rent of the events hall** for organizing a special event (surprise party, birthday party theme), separately from the interactive program in which they participate.

The Standard card-dedicated to people with spirit of initiative that were recommended by already existing ProActive partners and foreseeable collaborators of Palamaris Cultural Center.

This card's objective is to identify its owners as individuals with strong moral conduct and professional behavior, willing and capable of effective and constructive collaborations.

Explanatory section

Loyalty card: the physical medium through which Palamari's Cultural Center rewards loyalty and allows recording the involvement of its partners in the undertaken projects. It allows the accretion of loyalty points accumulated during a whole school year and can be claimed later through vouchers and bonusus.

Voucher: Palamari's Center document that recognizes and capitalizes all accumulated points as a result of the acquisition and consumption of services. Issuance of a voucher has the role to materialize loyalty points that were scored, turning them into concrete benefits or preferential treatment that guests can consume within a year from the entry into possession of the document.

Bonus: For each type of purchased service Palamari's Center gives various awards and benefits which are measured in points. Bonus points accumulated during the school year are then translated into concrete personalised offers that can be claimed and consumed by presenting the voucher issued by our team after the validation of the bonus points