



HIGHLAND CINEMA PARTNER REWARD PROGRAMME

**As an accommodation provider in Lochaber, you know how often guests ask:
*"What should we do if (or when!) it starts raining?"***

As one of the few rainy day destinations in Fort William, we want to help you give a genuine and helpful answer to your guests, while also giving something back to your hard-working team for their recommendation. That's why we have launched a new 'Highland Cinema Partner Rewards Programme' for local businesses.

How the programme works

- > **Register with us:** Send a quick email to partners@highlandcinema.co.uk with your business name, postcode, contact name and business mobile number, and we will get your account setup process started.
- > **Request flyers:** We will provide you with a stack of DL sized Highland Cinema flyers to share with your guests – you can request more at any time by emailing partners@highlandcinema.co.uk
- > **Stamp your name:** Write your business name in capitals or stamp it in the space on the back of each flyer before handing them out, so we can track them.
- > **Reward guests and earn credits:** Each flyer rewards your guest(s) with a 10% discount on food in our restaurant or 10% off a General Release cinema ticket, giving them a reason to present it at our Box Office.

For every flyer redeemed with us by a paying movie-goer or restaurant diner, your business account is credited with 50p.

Please note: Flyers cannot be used by existing Highland Cinema Local Resident members and do not stack with any other reward offers we run.

- > **Reward yourself or team:** Accumulate your credits and redeem them for food in our restaurant, drinks at our bar or cinema tickets and snacks. Use them to treat a staff member or build up your rewards for a team night out!

Track on the go

This reward programme utilises the WorldPay / Yabie platform, allowing you to track your accumulated balance on your mobile phone at any time.

Bonus starting credit!

Kickstart your balance: snap a quick photo of our flyers displayed at your reception desk or breakfast / guest room and tag us on your social media channels, or add us to your website as a local destination, and we will jump-start your account with £5!

Continues overleaf...

Highland Cinema, Cameron Square, Fort William, PH33 6AJ

WWW.HIGHLANDCINEMA.CO.UK



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Ready to get started?

Register your business, request flyers and start earning credit immediately! Send a quick email to partners@highlandcinema.co.uk with your business name, postcode, contact name and business mobile number, and we'll get your account setup process started.

We hope you find this reward programme compelling and mutually beneficial. If you have any questions about it, please email partners@highlandcinema.co.uk.

Thank you for your time and consideration.

Warm regards,

Will Marshall
General Manager
HIGHLAND CINEMA

Terms & Conditions

- Group Bookings & Multipliers:** Partners can earn up to four credits (£2) per flyer when given out to a group of four, as flyers will be retained and guest numbers recorded by Highland Cinema upon receipt. A group of 8 should be given two flyers, a group of 10, three flyers, etc.
- Distribution Boundaries:** Highland Cinema flyers must be distributed directly by the registered partner business to their guests. Flyers distributed publicly, left in unsupervised public spaces, or handed out on or adjacent to Highland Cinema property will be disqualified, and associated credits will not be honored.
- Local Resident Exclusions:** Flyers cannot be used by existing Highland Cinema Local Resident members and do not stack with any other reward offers we run.
- Balance Tracking & Digital Cards:** Submitted flyers will be collated and credits added to your account every few weeks. You will be able to check your credit level at any time using your digital card in Apple Wallet or Google Wallet after your account is set up.
- Redemption Thresholds:** Partner credits can be redeemed in Highland Cinema Restaurant & Bar at any time or credit level by presenting your Apple Wallet or Google Wallet account card. To redeem for cinema tickets / Box Office snacks, you must build up to a minimum of £10 and then £5 increments thereafter, which will be exchanged for a cinema gift card (eg, £10 / £15 / £20 / £25 etc.). Any spare remaining credit will remain in your account for future use.
- Non-Transferability:** Earned partner credits are non-transferable, cannot be sold or assigned to third parties, and hold no physical cash value.
- Right of Audit & Termination:** Highland Cinema reserves the right to audit partner accounts, adjust credit balances in the event of tracking errors, or suspend/terminate the Partner Rewards Programme or individual memberships at any time.
- Privacy & Data Protection:** By registering for the Partner Reward Programme, you agree that Highland Cinema will securely store and process your provided data strictly for the purpose of administering your reward account, tracking credits and communicating programme updates. Your data is managed in accordance with the UK Data Protection Act / GDPR and our Privacy Policy, and will never be sold or shared with third parties for external marketing purposes. Partners can opt out or terminate their account at any time.