

Proposal for Loyalty Program Branded Merchandise

Date: [Insert Date]

To: [Recipient Name]

From: [Your Name]

[Your Company Name]

[Your Company Address]

[City, State, ZIP Code]

Email: [Your Email]

Phone: [Your Phone Number]

Introduction

Dear [Recipient Name],

We are excited to present this proposal for integrating branded merchandise into your loyalty program. Our aim is to enhance customer engagement and promote brand loyalty through exclusive merchandise offerings.

Objectives

- Increase customer retention and loyalty.
- Enhance brand visibility and awareness.
- Provide unique and desirable merchandise options for loyal customers.

Proposed Merchandise

We suggest incorporating a range of branded items including:

- T-shirts and Apparel
- Mugs and Drinkware
- Bags and Accessories
- Stationery and Office Supplies

Implementation Timeline

Proposed timelines for each phase of the project:

1. Proposal Approval: [Insert Date]
2. Design Development: [Insert Date]
3. Production Start: [Insert Date]
4. Launch Merchandise in Loyalty Program: [Insert Date]

Investment Overview

The estimated budget for the branded merchandise program is as follows:

- Design Costs: [Insert Amount]
- Production Costs: [Insert Amount]
- Shipping and Handling: [Insert Amount]

Conclusion

We believe that incorporating branded merchandise into your loyalty program will greatly benefit your brand and your customers. We look forward to the opportunity to discuss this proposal further.

Thank you for considering our proposal.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]