



## Charlie Johns' Customer Loyalty TRAIL MARKER REWARDS PROGRAM



### FREQUENTLY ASKED QUESTIONS

**Q. What is the Trail Marker Rewards Program?**

**A:** You can earn rewards points simply by shopping at Charlie Johns with your Trail Marker Rewards key tag. In addition there may be periodic specials and discounts exclusive to Trail Marker Rewards Members (specials will be communicated to you in store or through email).

**Q: How do I get a key tag?**

**A:** Just visit Charlie Johns Store Customer Service desk to fill out a short application. You will be given your key tag immediately. To save time, download the application here and take it in!

**Q: How Do I Use It?**

**A:** Simply present your **Trail Marker Rewards key tag** to the cashier who will scan it at the beginning of your order to receive discounts and rewards.

**Q. How do I accumulate points?**

**A:** For each dollar you spend on qualified purchases\* at Charlie Johns Store you earn 1 point. There is no minimum spend, so you can earn points every time you shop. For every \$250 you spend you receive a \$5.00 Trail Marker Rewards Certificate. 250 points will automatically be reduced from your balance once your \$5.00 Rewards Certificate is printed.

**Q. How will I receive my Trail Marker Rewards Certificate?**

**A.** After you reach 250 points, you will be issued a \$5.00 Rewards Certificate at the cash register for use on a future qualified purchase. *Please note: Lost or stolen certificates cannot be replaced.*

**Q. How do I redeem Rewards Certificates?**

**A.** You can choose when you redeem your certificate – just pick any shopping trip with a \$5 minimum purchase before the expiration date (6-months from date of the certificate). **Present your voucher to the cashier along with your Trail Marker Rewards key tag** when you check out and the discount will be applied to your qualified purchase.

**Q. Is there an expiration date for my Rewards Certificates?**

**A.** Yes, the certificates expire 6-months from the issue date printed on your certificate.

**Q: Can other members of my household use my Trail Marker Rewards key tag?**

**A:** When you sign up for the Trail Marker Rewards Program, you can request two key tags. You may choose to give the extra key tag to a family member, however the key tags will remain registered to you.

**Q: How can I find out the status of my Trail Marker Rewards account?**

**A:** Your point balance will be printed at the bottom of each receipt you receive for Charlie Johns purchases for which your key tag is scanned.

**Q: What should I do if I move, change my name, or if my card is lost, stolen or damaged?**

**A:** If your card is lost or stolen, or if you have a name change, please obtain a new Trail Marker Rewards key tag from the Charlie Johns Customer Service desk.

**Q: Will you share the information gathered on my Trail Marker Rewards application?**

**A:** Charlie Johns believes in protecting the confidentiality of customer information in accordance with our customers' wishes and applicable laws. Please see our Privacy Policy below.

***\*Non-qualifying purchases include beer, tobacco, gift cards, tax, money orders, lotto/lottery tickets, video rentals, dry cleaning or any other third-party services, and purchases made at the outdoor living/garden center. These purchases will not accumulate points and are not valid for Rewards Certificate redemption.***

## **PRIVACY POLICY**

Charlie Johns Store is committed to providing customers with the highest level of customer care by continuously improving our services, quality products and image. The information gathered by our **Trail Marker Rewards Program** will be used in furtherance of that mission. We will not release any member's name or personal information to any list service, manufacturer or other third party. This information will be held in the strictest of confidence.