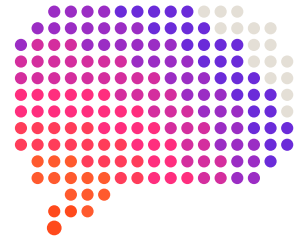


# More new faces through your door.

## No fees. No commitment.

## No cut of your sales.



Herd Club is a paid membership for locals in Conway and Little Rock who want to discover new spots. Members pick partner spots each month and get a credit of **\$10–\$30 off**, or an everyday perk, when they visit. **Herd Club earns from memberships, never from your sales.**

### WHY PARTNER

## What you get

### 01 New faces and familiar ones

Locals who just “herd” about you, plus past customers you haven’t seen in a while. They pick your spot on purpose.

### 02 More regulars

A perk or a great first visit gives members a reason to come back again and again, and to bring their friends.

### 03 Free marketing, on demand

Your spot in the app, on herdclub.app, and in our social posts. Slow night? Send a Herd Drop anytime for a quick boost.

### 04 No risk, full control

No fees and no cut of sales. You set the offer and limits, pause anytime, and get a monthly report.

### HOW IT WORKS

## Four simple steps

### 01

#### Members join

Locals pay Herd Club \$99 a year or \$15 a month. You pay nothing.

### 02

#### They pick your spot

Members choose partner spots from the Herd list each month.

### 03

#### They show their pass

Staff enters a quick PIN on the member’s phone. No new equipment.

### 04

#### You apply the offer

Ring it up like any discount. We send you a monthly report.

**Example:** A member brings a friend in on a slow Tuesday. They spend \$58. You take \$10 off. You just gained two new customers for \$10, and you only gave the \$10 because they walked in.

## Why wouldn’t you?

Zero cost to join · You choose the offer · You set the limits · Pause or leave anytime

## YOUR OFFER

## Two ways to partner

## CREDITS

## For sit-down meals and bigger checks

Members get **\$10–\$30 off** a visit. You pick the amount (\$10, \$15, \$20, or \$25+) and the minimum spend. Credits can cover activities too, like arcade play. Best for winning brand-new customers.

## PERKS

## For quick bites and smaller checks

An everyday member perk, like **free cheese dip with any entrée** or a free cookie with coffee. Members use it every visit, or you set your own limits. Best for building regulars.

Any spot can choose either one, or both: a credit for first visits and a perk to keep members coming back.

## YOUR RULES

## You're in control

**Your offer.** A credit, a perk, or both. Change it anytime.

**What it covers.** Food, and activities if you choose. Never alcohol.

**Minimum spend.** Set the minimum check for a credit, before tax and tip.

**Monthly limit.** Cap how many credits you honor each month.

**Blackout times.** Keep your busiest nights off-limits.

**Repeat visits.** Choose how often a member can use a credit with you.

**Pause or leave.** Take a break or leave anytime. No long-term commitment.

## EXTRA BOOST

## Herd Drops: fill slow nights

Slow week? Send the Herd a bonus offer whenever you want. You choose the time, the amount, and how many spots. Members get an alert on their phone, and the first to claim it come in. Drops don't count against your monthly limit.

## PEACE OF MIND

## Built-in protections

- Every visit is logged in your partner portal and monthly report.
- One credit per member per visit, no stacking with other deals.
- A live pass with a staff PIN, so screenshots don't work.
- Members are asked to tip on the full bill.

## GETTING STARTED

## Up and running in about 15 minutes

1

Sign a simple one-page agreement

2

Send your logo and a few photos

3

Choose your offer and limits

4

A 5-minute staff walkthrough. We come to you.

## Become a founding partner

Founding partners are featured in our launch on herdclub.app and @herdclub, with your logo and a link to your site, and get a say in how Herd Club grows.

Branson Vanlandingham, Founder · branson@herdclub.app

[herdclub.app](https://herdclub.app)