
The Chester Gift Card

How to get your business involved with the Chester Gift Card



TOWN & CITY GIFT CARDS

Welcome

Marc Blake, Miconex

-
- 1) Why a local currency gift card?
 - 2) Benefits for Chester
 - 3) How does it work?
 - 4) Who can get involved?
 - 5) How are the cards sold?
 - 6) How to get involved
 - 7) How you can support The Chester Gift Card

Why a Local Currency Gift Card?



- The UK gift card market is a £5.6 billion industry which is experiencing double-digit growth year on year.
- Over 40 Towns and Cities across the UK now operate a Local Currency Town and City Gift Card programme
- Helps keep spend within Chester



Wolverhampton Example





Benefits for Chester

Benefits of the Gift Card for
Chester businesses include:

- **Locks in spend to Chester**
- **Drives footfall**
- **Stimulates economic activity**
Consumers spend on average
65% more

**FREE for Chester Businesses to
register**

How does it work?



- The Chester Gift Card is a Private Label Prepaid Mastercard so uses existing payment infrastructure
- Swipes through the Magstripe reader on your PDQ Machine
- Payment is received from your acquirer as per your merchant agreement.
- No additional fees, the payment is treated like a MasterCard Debit transaction



Who can get involved?

- Any business that accepts Magstripe transactions can accept The Chester Gift Card
- Can be accepted by Independents and Nationals alike
- We have over 170 National Brands who also accept Town and City Gift Cards





How are the cards sold?

- Online from the dedicated Chester Gift Card site:
chestergiftcard.com
- Via Corporate Sales



How to get involved

Easy to get register



Chester Gift Card

The Chester Gift Card programme is provided by Chester BID free of charge for businesses. The programme is designed to lock in additional money for participating businesses and encourage local spend.

The Chester Gift Card can be accepted by independents and nationals alike as it's a Mastercard programme. See a full list of national brands who accept Town and City Gift Cards:

<https://bit.ly/towngiftcardbrands>

It's really easy to get involved.

1) Simply complete the registration form below

2) Sign the Merchant Participation Letter:

<http://bit.ly/chestergiftcardmpl>

Once registered we'll be in touch to organise a test swipe and complete your registration on the programme.

- 1) Complete The Chester Gift Card Registration Form
- 1) Sign the Merchant Participation Letter
- 1) We'll be in touch to organise a registration transaction, to add your Merchant ID to the program.

That's it!



How you can support The Chester Gift Card



- 1) Tell other Chester Businesses about The Chester Gift Card
- 1) Promote the fact you accept The Chester Gift Card on your social media channels
- 1) Become an advocate by buying The Chester Gift Card for your friends, family and staff

**Register for The Chester Gift Card
today at:**

<https://bit.ly/chestergiftcard>