



Loyalty Rewards Program

About the Duran Golf Club Loyalty Rewards Program

The words “Thank You” express a sincere gesture of appreciation when someone does something for you.

The Space Coast’s Premier Golf Club is excited to say “Thank You” to their loyal patrons with the ***Duran Loyalty Rewards Program***. As a participant, you will earn points for your everyday purchases during your time spent at the club. We want to Reward you for your patronage, and best of all, this program is yours compliments of Duran Golf Club, as our way of saying “Thank You”!

Earning Reward Points

Duran Golf Club Loyalty Rewards gives patrons a variety of ways to earn points – making each experience (or referral) more meaningful and the potential to earn valuable ***Rewards*** even greater.

You may accrue points on purchases of rounds of Golf (not only for your round – but you can also earn points for your guests), Food & Beverage, Merchandise, Gift Cards, Practice Range, and even when you are hosting a Golf Event or a Social gathering at the Club. ***Rewards Points*** are earned based on purchase amounts of various items.

Duran Golf Club Earning Loyalty Rewards Points

Item	Pt per \$1 Spent
Personal and Guest Golf Rounds on Championship and Par 3 Courses, Practice Range, Personal Food/Beverage, Gift Cards, and Merchandise (Example: Purchase a round of golf for \$50, receive 500 Points)	10
Golf Memberships or Trail Fees, Hosting a Golf Event or Banquet (Example: Host a Wedding at the club for \$5000, receive 25,000 points)	5
Referral of a Membership, Golf Event or Banquet (Example: Refer a member that purchases a golf membership for \$2500, and you will receive 7500 points)	3

Golf Rounds

Earn points for each round that you play as well as points for your guests play. Earn points when you purchase a membership. You're also eligible to earn points for group golf events that you refer to Duran. Is your company hosting a golf event for employees and/or customers? Is there a charity that you support or social group that you're involved in that's hosting a golf tournament? Refer them to Duran and you'll be eligible to earn Loyalty Rewards.

Food & Beverage

Food & Beverage purchases in Tradewinds Restaurant are opportunities to continue to earn points – whether during your next golf outing or bringing over a group from the office for lunch – all food and beverage purchases in our restaurant are opportunities to earn Loyalty Rewards points. When planning a party, wedding or corporate meeting – the Loyalty Reward program allows you to earn points on the parties and events that you host at Tradewinds. Keep an eye on the Tradewinds social calendar – come and enjoy one of our entertaining events while accruing Loyalty Rewards points that can be used for future enjoyable experiences at your Club.

Golf Merchandise

There's never been a better opportunity to save and earn when making your next golf equipment or apparel purchase. Earn Loyalty Rewards points with every purchase made in the golf shop at Duran, whether it be for personal use, or a gift card for a friend. Looking for a new set of clubs? Our staff of professionals will fit your new set to your specifications, match the price of our competitors all while you're earning Rewards points. Do you know of a group or is your company looking to purchase logo'd merchandise – refer the business to Duran and we'll offer you a very competitive price while you earn Loyalty Rewards points.

Special Promotions

Look for Especial Emails from Duran Golf Club for golf rounds and food and beverage offering **DOUBLE** and **TRIPLE** reward points. Special codes may be issued, and required to access promotions.

Redeeming Rewards Points

Redeem points for extraordinary opportunities and offers, and enjoy our award winning golf and dining facilities. Your points earned are noted on the bottom of your receipt after each purchase. When you are ready to redeem your points, just let your attending staff member know you would like to pay for your purchase with your Loyalty Reward Points. Membership has its benefits!

<i>Example Point Redemption Values</i>			
Loyalty Points		Description	\$ Value
900	points	Medium Bucket of Range Balls	\$6.00
1500	points	Hamburger	\$10.00
1800	points	1 Complimentary Round of Golf / Par 3	\$12.00
3750	points	\$25 Gift card	\$25.00
3000	points	Range Day pass at the Development Center	\$20.00
6000	points	Cocktails for 4	\$40.00
7500	points	1 Complimentary Round of Golf / Championship	\$50.00
7500	points	\$50 Gift Card	\$50.00
30000	points	4 Complimentary Round of Golf / Championship	\$200.00

*Terms and Restrictions apply. There may be a lag of up to 1 week to input information into the POS system. All individuals who register in the Loyalty Rewards Program will be issued a "Loyalty Card" at the time they register for the program.

Revision Date: August 10, 2014

Loyalty Rewards Membership Terms, Restrictions, and Guidelines

- Points will only be issued to individuals who have filled out a registration form, and have been entered into the POS system by the Duran administrative department. There may be a lag of up to 1 week to input information into the POS system.
- Tracking of Loyalty Points will be done by a “Loyalty Card” in the Tradewinds Restaurant for all food and beverage purchases. **Card must be presented with payment to receive or redeem points in the Tradewinds Restaurant. Loyalty points will not be issued after sale is closed.** Loyalty Points will be tracked in all golf operations by individual’s name that is entered in the POS from information on the registration form. Loyalty points are tracked in one account, regardless where earned.
- All individuals who register in the Loyalty Rewards Program will be issued a “Loyalty Card” at the time they sign up for the program. Replacement of a lost or destroyed Loyalty Card will require individual to fill out a new registration form. Multiple replacement requests may result in loss of participation in Loyalty Program and all associated points.
- Loyalty Rewards Members, who have no qualifying point activity during any continuous 12-month period, will automatically have their loyalty points expire on the last day of the 12th month of membership inactivity and that membership will be inactivated.
- Individuals may cancel their Loyalty Membership at any time by notifying management by e-mail or phone. Upon cancellation your membership will be inactivated. If your membership expires, is canceled or otherwise inactivated, your points will be forfeited.
- In situations involving misuse of the program, we specifically reserve the right to terminate your membership and stop future issuance and redemption of Rewards points.
- Duran Golf Club reserves the right to adjust point earned values and redeem values at any time.
- Points are earned on purchases of personal golf rounds, guest golf rounds, Championship Course and Development Center memberships, range balls, gift cards, merchandise purchases, personal food and beverage purchases (Dine in restaurant only) and special events held at the club – as well as referrals for special events or memberships. Points are only earned when purchase is made with cash, check, or credit card. Points are not earned for purchase of item with gift card or rain check.
- Points may be redeemed for personal and guest golf rounds, range balls, merchandise purchases, personal food and beverage purchases (Dine in restaurant only). Points cannot be redeemed toward purchase of a Championship Course, Par 3 Course, or Range Membership.
- Point values for golf rounds are fee based, and vary by season, day of week and time of day.
- Duran Golf Club reserves the right to offer, not offer, or redeem points on identified items at their sole discretion.
- Points are earned individually, and cannot be shared or transferred with family members or other individuals. Duran Golf Club may require photo ID with use of Loyalty Rewards Card.
- The only way to receive points is for an individual to personally pay for a fee, product, or program. (To receive reward points for guest golf rounds, individual would have to pay for guest)
- Points cannot be used to pay state taxes. Participant is responsible for the payment of all taxes on items redeemed with points.
- Minimum purchase of \$5 must be made to utilize points. Partial points cannot be used to make a purchase. Redeemer must have enough points to cover total cost of item.
- There will be occasional loyalty promotions whereby points may be earned at certain times and days at an increased rate than usual. These special promotions will be broadcast via email. A valid email address is required to receive notifications. A coupon or proof of email may be required to receive additional loyalty points.
- Signed receipts are required for all loyalty program transactions. Verify your receipt and points earnings after each transaction. Valid receipts will be required for all accounting queries.
- Points earned per purchase and total accrued points are noted on the bottom of your receipt upon a purchase.

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