

Gift Card Promotion Approval Document

Event Name

Event Date(s)

Event Location

Promotion Overview

Description

Gift Card Value

Total Budget Allocated

Redemption Method

Participating Products/Brands

Target Audience & Objectives

Target Audience

Objectives

Expected Outcome

Terms & Conditions

Approval

Requested By

Date

Reviewed By

Date

Approved By

Date

*This document must be completed and approved before launching any retail event or promotion involving gift cards.