

# Retail Loyalty Rewards Program Structure

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## Program Overview

The Retail Loyalty Rewards Program incentivizes repeat purchases and engagement by offering points and special benefits to registered members.

## How It Works

1. Customers sign up with a valid email address.
2. Earn points for every purchase and participation in special promotions.
3. Points can be redeemed for rewards or discounts at checkout.

## Points Earning Structure

Action	Points Awarded
Sign Up	100 points
Every \$1 Spent	1 point
Birthday Bonus	200 points
Refer a Friend	500 points

## Reward Tiers

Tier	Annual Spend	Benefits
Silver	\$0 - \$499	Basic rewards, member offers
Gold	\$500 - \$1,499	Faster points earning, exclusive events
Platinum	\$1,500+	Personalized offers, early product access

## Redeeming Points

- Every 500 points = \$5 discount
- Redeem at checkout or via member portal
- Certain rewards may require a minimum points balance

## Terms & Conditions

- Points expire 12 months after they are earned.
- Program benefits subject to change without notice.
- See website for full participation rules.