



This is a tough time for all businesses. And it's especially tough for restaurants, bars, and businesses which are not deemed "essential". While restaurants can still offer delivery and take-out, those of you who depend on your dining rooms to meet the bottom line are being hit the hardest. We want you to succeed.

The City of Clovis has partnered with The Clovis Chamber of Commerce, Business Organization of Old Town (BOOT), Fresno Clovis Convention and Visitors Bureau, and the California Restaurant Association to develop a program that may help generate income while your business is closed to the public.

We have created a website which will be used as a portal to sell gift cards for your business. The idea behind this is that your valued customers are making an investment in the future of your business. They can purchase the cards now and will be able to use them when your business reopens. The nice thing is that you will receive the funds now. You just create an offer that works for you. Say, for example, you will sell a \$50 gift certificate for \$40 (20% discount). We will post this offer on the site. Customers will purchase your certificate through our site and you will receive payment within a few days.

We are working with giftbar.com, a vendor with the experience and expertise in gift card commerce. They will host your business on their platform and will provide the technology for you to sell and redeem e-gift cards and process all payments. The City of Clovis is paying the 3% processing fee on each purchase, so you will receive 100% of every purchase made.

Here's how it works:

1) We will promote all offers through traditional and social media using [www.caringforclovis.com](http://www.caringforclovis.com) as our landing page. Your offer will be posted here. 100% of the proceeds of all sales will go to you.

2) Giftbar will also promote and sell your gift cards on the giftbar.com website. They charge an 18% service fee for any new sales they drive to your business. This is separate from the work we are doing through [www.caringforclovis.com](http://www.caringforclovis.com). If you do not wish to be on their platform (subject to the 18% service fee), please e-mail [noah@giftbar.com](mailto:noah@giftbar.com) to opt-out and he will make sure to take you off the list.

Once you have been added to the platform you will get a notification from Giftbar about your account. Giftbar will provide information on how to log in and redeem cards as well as support for any questions or concerns.

### Frequently Asked Questions From Merchants:

Q: I don't want to process my offers through your online payment platform. Can I still participate?

A: Yes. We will be happy to publish your offers and provide information to customers. We can also link an ad to your site so you can sell directly. Let us know what works best for you.

Q: I Would like to have an expiration date but, in the State of California, gift cards are not allowed to have an expiration date. How can I make this work?

A: By selling an electronic gift certificate at a discounted cost, it is considered a coupon and may have an expiration date.

Additional FAQs from merchants and consumers will be posted on [www.caringforclovis.com](http://www.caringforclovis.com) as they are encountered.

Please fill out this application and return to Shawn Miller via email at [shawnm@cityofclovis.com](mailto:shawnm@cityofclovis.com)





Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Offer:  Create a custom electronic gift card for me.  I will supply my own gift cards. Please create a listing and link to my website

What is the face value of the card/certificate? \$ \_\_\_\_\_

Please sell my gift cards/certificates at the following rate: \_\_\_\_\_ (example, 20% discount off of face value)

When would you like your promotion to end?  When my business reopens  A specific date: \_\_\_\_\_

I would rather assess the situation and choose a date at a later time. I will give you, at least, a 48-hour notice.

I understand that the organizers of this promotion make no guarantees regarding the number of items that will be sold. I agree to indemnify and hold harmless the organizers of this promotion for any and all claims. I agree to honor the gift cards/certificates according to the terms as listed on each offer. I, the undersigned, do hereby personally guarantee the value received for any and all cards issued on behalf of the above listed business under the Caring for Clovis program until expiration date as listed on each offer. The organizers of this promotion reserve the right to end this promotion at any time.

Additional Instructions: \_\_\_\_\_  
\_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

