

**Marketing Approvals**

**NGC Program Information Form**

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| To request approval for your promotional material(s), complete the form below and submit it to both your Account Manager and approvals@ngc-group.com along with all required creative materials. United States: Please allow 7-10 business days for each round of retail brand review.Canada: Please allow 10-15 business days for each round of retail brand review.**Items to include with your approval request:*** **Complete user experience flow –** Your materials/screenshots should walk the retailer through the entire process of how their brand will be shown.
* **Completion/inclusion of proper documentation –** Certain retailers such as Amazon and Target have specific forms that need to be filled out and included with your creative. NGC will provide you with those forms when the marketing assets are sent over. Please be sure to fill them out and include with your creative.

**Items to note:*** Each retailer has the right to request revisions to any/all creative sent to them for their review. Some retailers will require multiple rounds of revisions. Please allow additional turnaround time.
* Each retailer has the right to approve or decline every program sent to them. While NGC can advise on retailers for programs/promotions, the final decision is ultimately their own.
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| Company Contact Information |
| **Company Name:**  | **Date Request Submitted:**  |
| **Customer Phone Number:**  | **Approval Deadline:**  |
| **Account Manager / Sales Person:**  | **Contact Name:** |
| **Projected Gift Card Volume:** | **Contact Email:** |
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| Program Information |
| **Program Name:** |
| **Promotion Dates:** *[Start Date]* **through** *[End Date]* |
| **How you are using these Gift Cards?** (*e.g., employee reward, survey incentive, consumer promotion, reselling, etc.)*  |
| **How is your offer/program structured?** *(e.g. 'Purchased X by [date] and get an Gift Card’ or ‘complete survey by [date] and get an Gift Card’)* |
| **How/where will the Gift Card offer be advertised?** *(e.g, e-mail, direct mail, print ad, in-store, website, etc.)*  |
| **Release date (website launch, email campaign send, mail drop, etc.):** |
| **Who will receive the offer?** *(Description of target audience)* |
| **How many people will receive or see the offer?** *(If website, enter unique visitor count)* |
| **Description of the customer experience start to finish** *(e.g. receive offer via direct mail, receive follow up e-mail, directed to online site to complete survey):* |
| **Do you have a limited quantity of Gift Cards for this offer?**  |
| **How and when will you deliver the Gift Cards to recipients?** |
| **Complete description of materials submitted for review:** |
| **Which retailers are you seeking approval from?** |