

# ScoreCard - A Loyalty Program for Athletes



# There is opportunity for growth in the ScoreCard program

## Where we are



- Currently we sit near the transactional end of the loyalty spectrum
- Room for improvement for both athlete acquisition and retention
- Currently no differentiation

## Where we are going



- Towards the middle of the spectrum
- Increased athlete acquisition through initial incentives
- Increased athlete retention through unique programs and with more rewards

**Athletes**

**150 M**

**ScoreCard**

**25 M +++**

**Gold Scorecard**

**7 M +++**

# Key features for New ScoreCard experience

- **Sign-up redeem**

**\$10 discount for signing up +\$10 for family membership**

**\*Invitation to join our family of 25M Athletes!\***

- **Early access to the campaign**

**\*You've earned your pole position to the sale! Get your laps on our sporting goods!\***

- **Rewards by products**

**Rewards with sports goods of higher value**

**-> Stimulate purchase**

**\*One step away from your next sporting goal! Keep scoring!\***

**Rewards**

**300pt = \$10 cash or \$12 products**

**600pt = \$20 cash or \$25 products**

# Key features for New ScoreCard experience

- **Family membership**

**Sub membership for each athletes**

**Recommendation based on purchase history of each athletes**

- **Kids Passport**

**Kids have fun, go to stores, and rewarded.**

**-> Good reason for multiple athletes to come to the store**

**\*Stars for young champs shaping the future of sports!\***

## **Kids Challenge In stores**

**1 star for participation**

**2 stars for achievement**

## **Pro sports events**

**1 star for attending**

**1 star for frequent visits**



**Exchange stars with Dick's Goods  
(Stickers, wristbands, points etc.)**

# **The revamped ScoreCard would drive athletes to shop with Dick's**

## **Industry Standard Loyalty Programs**

- **Run of the mill offers not catered towards athlete specific needs**
- **Do not drive customers to stores**
- **Complex rules and restrictions on redeeming benefits**
- **Generates over-reliance on discounts**
- **Lack emotional connection because of their transactional nature**

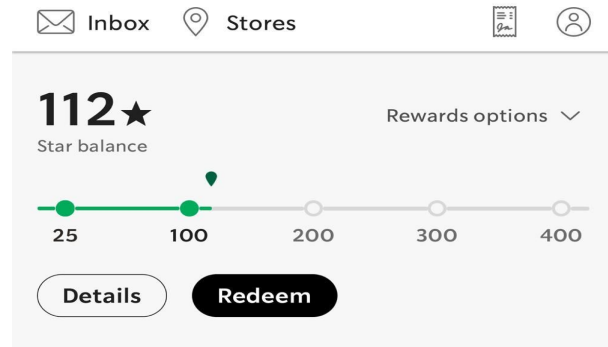
## **New ScoreCard**

- **Built specifically for athletes and their families**
- **Encourages store visits**
- **Simple and straightforward way to earn and redeem points**
- **Generates long-term brand loyalty**
- **Builds a deep connection with athletes from the beginning of their sporting journey**

# The revamped ScoreCard would create more Demand

- **Converting points to products with specific stages which hold higher value than the money it actually worth.**
- **Strategic tie ups with ticketing partners to redeem the points to buy tickets for sports events.**

Yay for fall faves, Akash vikram 🍂



## Rewards you can get with Stars

25★

Customize your drink (espresso shot, nondairy milk, syrup and more)

100★

Brewed hot or iced coffee or tea, bakery item, packaged snack and more

200★

Handcrafted drink (Cold Brew, lattes and more) or hot breakfast

300★

Sandwich, protein box or at-home coffee

400★

Select Starbucks® merchandise

# **KPI metrics that DICK's should monitor**

- **Redemption Rate / Time to Value - how quickly the customer utilize the value of 10 USD**
- **New Student Customer Acquisition Rate - Total number of student acquired**
- **Early Access Utilization Rate - Gold members using their early access benefits**
- **Average Purchase frequency - Demand Generation & Products Purchased**
- **Event Participation Rate - Purchasing event tickets using Scorecard Points**

**Sports Changes Lives.**

**Q&A?**

