



CALLING ALL FAMOUS BRANDS

UK 2021

KEYWORKERS.COM

0203 918 5155

WHAT WE DO

Keyworkers.com is an exclusive reward platform for key workers in the UK. We launched in March 2021 with a mission to provide key workers with benefits that recognise and reward their role in keeping our communities functional.

WHY NOW?

Key workers have become a category of consumer in their own right. A 'super brand'. Their positive impact on our communities was never in doubt yet has risen to the fore in our current global pandemic. We offer key workers free access to our platform courtesy of our corporate sponsors, who pay for their membership.

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HOW IT WORKS



- **Corporate partners sponsor Key Worker membership cards**
- **Key Worker cards are printed and dispatched to key workers**
- **Recipients connect their cards at keyworkers.com**
- **Recipients access and redeem rewards**

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WHAT WE NEED

We invite famous brands to provide our membership with exclusive access to discounted products and services.

1

Online. A co-branded landing page with either an automated discount or a code based discount that our members can redeem online.

Example:

Visit our site using this link and get 20% off your first order or subscription.

2

Local. An in-store or at location discount or promotion that our members can activate by showing their Key Worker member card on location.

Example:

Show your Key Worker member card and get 20% off on selected items in-store.

3

Event. An event based discount or promotion that our members can activate by showing their Key Worker member card on location or at booking,

Example:

Show your Key Worker member card on entrance and your children get in for free.

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CONTACTS



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[KEYWORKERS.COM/OUR-TEAM](https://www.keyworkers.com/our-team)

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