



**King Soopers Loyalty Card (KSLC) Community Rewards Program
Linking to Highlands Ranch Touchdown Club (SN809)
March 2019**

As of April 1, 2019 King Soopers/City Market is launching a new Community Rewards program by enrolling King Soopers Loyalty Cards (KSLC) to earn funds/rewards for charitable organizations, including City Market Loyalty Cards (CMLC).

Funds will no longer need to be loaded onto gift cards and rebates will not be based on reloads. Customers can continue to reload after March 31, 2019 but our organization will not receive credit after that point.

Rewards will be based partially on individual purchases when shopping at King Soopers utilizing the customer Loyalty Card Number or Alternate ID, but the rewards each group receives will also be based on the amount of their percentage of spending as it relates to the total spending of all organizations. King Soopers will pay \$2.5M on a quarterly basis to all participating organizations. So, we won't know how much reward we will receive. Think of our donation as a \$2.5M pie, with all registered nonprofits wanting a slice. The size of our slice depends on how much our supporters spend compared to other organizations. For example, if our supporters account for 1% of the total spending, then we would earn \$25K.

Each quarter the organization will receive a statement with the lump sum earned for the quarter, not individualized. Funds will benefit the organization as a whole and help defray athlete dues.

Supporters/loyalty members will need to register/enroll their cards and specify/link **Highlands Ranch Touchdown Club (SN809)** as their designated charitable organization. Each supporter/loyalty member will be required to do this on King Soopers' website themselves.

- Click here for FAQs: https://www.kingsoopers.com/asset/ks_customer_faqs
- To obtain a KSLC go to: any King Soopers/City Market grocery store and pick one up at the Customer Service Desk.
- To register/enroll KSLC's go to: <https://www.kingsoopers.com/>
- To register/enroll CMLC's go to: <http://www.citymarket.com>
- To specify/link a loyalty card to our organization go to: kingsoopers.com/communityrewards, click on Enroll Now, Go to "Find an Organization" box, and enter: **Highlands Ranch Touchdown Club (SN809)**
- The Loyalty Card Number or SooperCard Number, as it's referred to on the website, IS the same 12 digit number as the KSLC Number. The KSLC is a physical card that can be swiped on the keypad or scanned at checkout.
- The Alternate ID Number or Alt ID, as it's referred to on the website, can be used in place of carrying a KSLC. The Alt ID number is entered on the keypad at checkout. This number can be a phone number or some other identifiable, memorable number that all members of your family can use in place of carrying and scanning/swiping the actual KSLC.
- To edit an existing Alt ID, click Edit. For general questions and to add additional Alt ID's, contact Customer Service at 1-800-KRO-GERS (1-800-576-4377).
- For questions about the program, contact Barb Rickford, 303-995-1508, rickfordbarb@gmail.com, Highlands Ranch Touchdown Club KSLC Coordinator.