



The Stamford Card

Media Pack

Welcome to **The Stamford Card**

*Thank you for your interest in joining
the Stamford Card community.*

The Stamford Card is an award-winning initiative that celebrates and supports Stamford's vibrant independent business community, while raising funds for the Stamford School Bursary Fund and helping more students access a Stamford education.

By becoming a Stamford Card Partner, your business joins a growing network of local shops, cafés, restaurants and services that attract new customers, encourage loyalty and strengthen Stamford's high street.

What is **The Stamford Card?**

The Stamford Card is a loyalty card that allows holders to access special offers at local businesses across Stamford.

Who Uses the Card?

The Stamford Card is popular among residents and visitors who value local shopping, dining, and experiences and want to support the fabulous Stamford high street.

Since its relaunch in 2023, the scheme has grown to nearly 200 active cardholders. Each contributing £10-£50 per month, with all proceeds supporting the Stamford School Bursary Fund.

KEY INSIGHTS FROM CARDHOLDER:

Average age: 35-65+

Frequency of use: Monthly

Interests: Discounts, exclusive events, local attractions

On average customers spend: £25-£50

Customers said: "We've greatly benefited over the years, so it's encouraging to know that this will meaningfully support the bursary programme."

"I really value the strong sense of community in Stamford. It's clear how the town, the school, the shops all support one another."



Why Join?

*By joining the Stamford Card,
your business can enjoy:*

- Increased footfall from local customers
- New customer acquisition and repeat visits
- Strong alignment with the Stamford community
- Marketing exposure through digital and print channels
- Flexibility in offers that suit your business
- Networking opportunities with fellow local businesses

Choose Your Offer

Our minimum offer for participation is 20% discount for retail, hospitality, and service-based businesses, which can be on selected lines.

If your business is bespoke, property based, consultancy-led, or otherwise non-retail, we understand that traditional discounts may not be suitable. In these cases, we are happy to discuss and agree a tailored partner offering.

Example Offers:	Examples for Bespoke, Property or Non-Retail Businesses:	Networking Opportunities:
<i>(Retail and Service-Based Businesses)</i>	<i>(Agreed Individually)</i>	<i>The Stamford Card is an excellent way for businesses to network and collaborate.</i>
20% off certain lines 25% off Monday - Thursday 30% off when spending £50+	Complimentary consultation or added-value service Preferential rates or card holders packages Invitation-only events or priority access	Networking events: From casual drinks to speaker events Community engagement: Meet other local business owners and explore sponsorship opportunities Corporate connections: Build relationships with potential donors or sponsors

Partner Packages

		Features	Advertising	Cost
Tier	1	- Standard directory listing. - Invite to Stamford Businesses networking event	None	Free
	2	- Standard directory listing. - Invite to Stamford Businesses networking event	Logo featured in Stamford Card adverts.	£100
	3	- Enhanced directory listing. - Invite to Stamford Businesses networking event - Invites to exclusive school events.	Half page OSA magazine advert (circa 8,000+)	£250
	4	- Enhanced directory listing. - Invite to Stamford Businesses networking events - Invites to exclusive school events.	Full-page OSA magazine advert (circa 8,000+) Social media a post on the School account (circa 9,000+ followers) with introductory offer and interview. 1x Event sponsorship branding	£500

How To Join?

*To join please scan the QR code
or contact the team directly at*

stamfordcard@ses.lincs.sch.uk

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