



THE SWEAT SQUAD GUIDES

REWARDS AND POINTS

OVERVIEW



We will be running the Sweat Squad rewards program through the loyalty program on our website, Infinity Rewards. As a Sweat Squad member, you are able to earn points in two general ways:

- 1. The same way regular consumers do that are signed up for Infinity Rewards**
- 2. Completing objectives exclusive to the Sweat Squad program**

The points you earn are combined and can be used for free drinks and apparel, all ordered through our website.

All you need is an account on our website. To create an account click the “Login” button in the top right of our website and then click the “Sign Up” button.

REGULAR REWARDS

You can earn points in all the same ways that regular customers get points on our website, even on purchases with your discounted pricing.

PURCHASES

+ 1 point for every dollar spent

SIGNING UP FOR THE PROGRAM

+ 200 points

FOLLOW ON SOCIAL MEDIA

+ 50 points for follow on Instagram

+ 50 points for follow on FB

+ 50 points to share on FB

SHARE YOUR BIRTHDAY

+ 50 points





EXCLUSIVE SWEAT SQUAD REWARDS

You have the opportunity to earn additional points in various ways. These additional points will be manually uploaded every two weeks.



EXCLUSIVE SWEAT SQUAD REWARDS

REDEMPTIONS OF YOUR UNIQUE COUPON CODE

Sharing this coupon code is how you are able to really help us grow the NOOMA brand. We want this to be a simple, effective, authentic, and impactful way for you to let people know about your favorite workout drinks. Every time someone redeems your unique coupon code, you get points.

+ 100 points per redemption

+ 4 free cases of any NOOMA product with 25 coupon redemptions (we will email you when you hit this mark)



EXCLUSIVE SWEAT SQUAD REWARDS

WHOLESALE ACCOUNT REFERRALS (TYPICALLY A GYM OR FITNESS STUDIO)

Building relationships with fitness studios and communities is one of the most important things for us at NOOMA. You are able to earn additional points for connecting us with these people and places.

+ 50 points for a warm introduction to any gym, studio, or inspiring community/influential community member that you think is a great match for NOOMA

+ 500 points for any introduction that leads to the gym or studio selling NOOMA



EXCLUSIVE SWEAT SQUAD REWARDS

SWEATY SAMPLING EVENT

Not only is bringing drinks to an event to share the best way to get people to redeem your coupon code, you also get points just for executing the Sweaty Sampling.

Please be sure to send in a request for this at least two weeks in advance!

+ 250 points for every approved Sweaty Sampling that you tag NOOMA on social media and email us with a screenshot (many of you have private accounts so we won't know otherwise)



EXCLUSIVE SWEAT SQUAD REWARDS

SWEAT + DO GOOD.

NOOMA is a certified B-Corp and we take it very seriously to be a company bigger than just selling drinks. You can earn points whenever you “Do Good.” in your community.

+ 100 points whenever you “Do Good.” in your community and tag NOOMA on social media, use #NOOMAdogood and email us with a screenshot (many of you have private accounts so we won’t know otherwise)

WAYS TO SPEND YOUR POINTS



\$10 FOR ONE-TIME PURCHASE

+ 500 points

\$20 FOR ONE-TIME PURCHASE

+ 750 points

\$50 FOR ONE-TIME PURCHASE

+ 1,000 points

SHIRT

+ 750 points

HAT

+ 750 points



REDEEMING POINTS

Whenever you log into your account on the NOOMA website you can see how many points you have by clicking on the blue “Rewards” button in the bottom left of the screen. There will be a “Redeem” button next to any reward you are eligible for. When you click it, you will be provided a discount code to use at checkout for your next order.

You will also be sent email notifications for points earned and rewards redeemed.