

IT'S TIME TO SWITCH TO LOCAL

The big brands they know, the local businesses they love



It's easy to gift unbeatable local choice

Whether reward, incentive or thank you, give them **the only Gift Card that offers both high street brands and independent businesses**. A Gift Card for shopping, eating out, pampering and leisure. For the things that they want and the things that they need. With Town & City Gift Cards, you can offer unbeatable local choice through one Gift Card.

And with our [dedicated corporate order site](#), you can **effortlessly reward your people with physical or digital Town & City Gift Cards**. New for 2024 - send digital Town & City Gift Cards to multiple people at once, either immediately or on a future date, making it easier than ever to gift unbeatable local choice.



FOOD & DRINK



SHOPPING



HEALTH & BEAUTY



LEISURE



ACCOMMODATION



SERVICES

With a Town & City Gift Card in their hand, a journey of local discovery awaits. With freedom to spend their Gift Card where they choose, in one go, or a little here and there, Town & City Gift Cards cater for a wide variety of ages and interests. So whether they're 18 or 80, this is a reward that they'll love spending.

Find out more at: corporate.townandcitygiftcards.ie

13

programs
in Ireland

€53m+

spent in local
businesses

157

local businesses
to spend with
(on average)

3 Reasons to Make the Switch to Local

Would you like a more meaningful reward for your employees, customers and service users, one that blends ultimate choice with a tangible cash injection into the local economy?

Town & City Gift Cards gather the best of local in one Gift Card - helping support local businesses and keep communities thriving.



IT'S THE GIFT PEOPLE WANT

In our research, 98% of people said that supporting local businesses is important and 86% prefer to receive multi-store Gift Cards over single retailer Gift Cards. Town & City Gift Cards combine support for local with ultimate choice



THE MONEY STAYS LOCAL

Choose Town & City Gift Cards, and know that every €1 you spend rewarding your people has to be spent in your community, meaning more jobs, greater prosperity and a stronger community.



YOU'LL BE A LOCAL HERO

From enhancing CSR efforts to supporting recruitment, there are so many benefits of choosing local for your rewards. And we're ready to celebrate every organisation that makes the switch to local.

“ The Limerick Gift Card is a local initiative, backed by Limerick City and County Council and Limerick Chamber. As a local company, we decided to offer the Limerick Gift Card to our staff as a Christmas reward option because one of our values is supporting local and cards have to be spent here in Limerick.

The choice on offer with the card was good. It was very easy to purchase the cards and we had no issues.

Karen Glynn, HR Manager, Woodlands House Hotel & Spa



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98%

of people are keen to support local businesses

83%

would prefer to receive a Gift Card (tax free) than cash through payroll (taxed)

94%

said it is important that the organisation they work for supports local businesses

6 ways Town & City Gift Cards can elevate your R&I strategy



Recruiting Staff

49% of employers are worried about attracting the right talent. Use Town & City Gift Cards in employee referral schemes or as a new employee welcome to show your care for local.

Surprise and Delight

An unexpected Town & City Gift Card for anything from Easter to the start of summer can motivate your people and give them the means to treat themselves.

Retaining Staff

A perennial challenge for organisations, Town & City Gift Cards are the local choice for your retention efforts

Financial Wellbeing

28% of people say money worries have impacted their work performance. Town & City Gift Cards can also be used in a practical way to buy food, fuel or anything else your people need.

Boosting Wellbeing

63.1% of employees said wellbeing was their top concern. Salons, gyms, swimming pools, attractions, your team can use their Town & City Gift Card to have a relaxing day out or time just for them.

Celebrating Success

From organisation milestones to targets reached, thank your team for their hard work in achieving success with a Town & City Gift Card they can spend locally.

94%

of organisations said supporting local was important when planning rewards/incentives

84%

of organisations said CSR has become more important to their organisation over the past 12 months

89%

of organisations said offering choice in their rewards and incentives was important

Use the Small Benefit Exemption Scheme to reward your team, tax free



Rewarding staff and taking an active role in the success of your community is a core aim for any Irish organisation. And it's easier than ever to reward your team tax free, and support local, using the Small Benefit Exemption Scheme and Town & City Gift Cards.

The Irish Revenue's Small Benefit Exemption Scheme allows you to gift your payrolled employees and directors up to five small non-cash benefits each year up to a value of €1,500, such as a Town & City Gift Card, free of PAYE income tax, USC and PRSI.

Save up to €1980.67 per employee, per year

By using the Small Benefit Exemption Scheme, you have the chance to provide tax-free bonuses to your team, saving up to €1980.67 per employee, per year, for the full €1,500 benefit, compared to paying this benefit through payroll.

How Much You Could Save:

25 employees €49,516	50 employees €99,033	100 employees €198,067	200 employees €396,134	400 employees €792,268
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*Savings are estimated and based on employees in the higher tax band.

CASE STUDY:

Rewarding Staff Seamlessly With the Digital Love Sligo Gift Card

An award winning engineering firm based in Sligo with a 90+ strong team, Jennings O'Donovan give back to the community and support local businesses with their employee rewards and incentives. Jennings O'Donovan opted for the digital version of the Love Sligo Gift Card, sending an e-card to each of their 90+ employees on the organisation's chosen day and time.

The ease of use for Jennings O'Donovan in using the digital Love Sligo Gift Card was brilliant for them, particularly with their hybrid working system which means that not all employees are in the office at the same time. The Love Sligo Gift Card was well received by Jennings O'Donovan staff, particularly the ease and choice.



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Local businesses have had, and continue to face many challenges, and the Love Sligo Gift Card is a tangible way that we have been able to give our local businesses a lift. Choosing the Love Sligo Gift Card meant the €30,000 we invested in our team rewards went directly into the local economy, and stayed in the local economy. Using the Love Sligo Gift Card has been seamless and well received by our team. We'd certainly use it again in the future.



David Kiely, Director, Jennings O'Donovan.

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Discover physical and digital Town & City Gift Cards for towns and cities across Ireland



Further Case Studies

Why Murphy Jewellers Use the Kilkenny Gift Card to Reward Their Staff.

As a 4th generation, family run business located on the high street in Kilkenny, Murphy Jewellers switched from the Kilkenny paper voucher to the Kilkenny Gift Card for employee rewards for Christmas 2024, following its upgrade to a high tech Gift Card with Miconex.

The main reason for choosing the Kilkenny Gift Card is to ensure the money they give to staff stays local.



Why The Riverside Hotel Switched From One4all To The Love Sligo Gift Card

Leading Sligo based independent hotel, bar, restaurant and cafe, the Riverside Hotel regularly rewards their hard working team at Christmas. For Christmas 2023, they decided that instead of One4all vouchers they would make the switch to their town's local Town & City Gift Card, the Love Sligo Gift Card, as a way to show their support for Sligo businesses, across a number of sectors, and make a tangible investment in the local community. Following positive feedback from staff, they used the card again for Christmas 2024.

How Showgrounds Shopping Centre Use The Love Tipperary Gift Card As Rewards

Alongside recommending the Love Tipperary Gift Card to their own customers, Showgrounds Shopping Centre used the card for their employee rewards at Christmas 2024.

Staff were really positive about the card because of the support for local and the choice on offer, including shops, restaurants and even local pubs, meaning there really is something for everyone. Plus, unlike the national Gift Cards, most Tipperary businesses accept the Love Tipperary Gift Card.



Why Specsavers Staff Loved Receiving The Donegal Town Gift Card

Specsavers Donegal switched from the paper Shop Local Vouchers to the high-tech Donegal Town Gift Card to reward their team, with staff loving the benefits of the card over paper vouchers, such as getting change and the balance on the card being automatically updated.

Specsavers say that the ease of use of the Gift Card, the support for local and the ability to reward staff tax free mean it is a no-brainer for them to use the Donegal Town Gift Card for staff rewards.

Read all of our case studies online: corporate.townandcitygiftcards.ie/case-studies

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TOWN & CITY



Are you ready to be a local hero?

Email: info@mi-cnx.com

corporate.townandcitygiftcards.ie

Local Spend, Delivered