

## City of Columbus x Snappy Summary

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Snappy is an award-winning global gifting solution that helps teams recognize & reward their associates and customers, with expertly curated gifts to choose from and fun, customizable digital experiences. Snappy champion administrators can automate and streamline meaningful Year-End Gifting, Team Events, Employee Appreciation, Anniversary Service Awards, Recognition Rewards, Birthdays, New Hire Gifting, Manager Kudos, Event Morale, Prizes and so much more!

Snappy has collections for all occasions, and we can service 30+ countries with gifts. Each campaign is managed on your engagement analytics dashboard, and the gift collections are easily customizable to meet your budget and target launch date. Employees receive a customized email or text notification to Click a Gift Link which directs them to a private website domain. They scratch and reveal their gift options, select the most meaningful gift to them, and enter a preferred delivery address.

No login or download required.

Single sign on login to Snappy dashboard for account management and ROI tracking. Capability to include a video greeting message, gift studio digital customizations and a digital brand logo animation.

Snappy can provide the City of Columbus with a streamlined solution for Employee Recognition!



**Provide employees with the 'gift of choice' to choose from predetermined branded swag options! Preview options [here!](#)**



**Budget control for admins to send gifts at \$25 price point**



**Items will ship directly to employees within 3-10 business days!**



# The Employee Experience: How It Works & CPRA Compliance



1

Recipient receives gift email and / or text



Admin sends the recipient a gift from a curated collection directly to their email, phone or both!

2

Recipient chooses a gift and enters their preferred shipping address



Recipients enter their preferred shipping address through our secure interface

3

Delivered to their door



Gift is shipped in a snap! Delivery time is ~ 2 weeks (gifts usually arrive within 3 - 5 days)

## Snappy Compliance and Certifications

### Security & Infrastructure

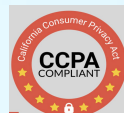
- SOC2 Type 2
- ISO27001
- AWS Infrastructure- US Data Region

### CCPA | CPRA | GDPR

- Snappy is **fully compliant with global privacy legislation**, including CCPA/CPRA and can meet SYF data retention requirements
- Snappy's Privacy Operations Platform can be accessed by any user at any time for data subject access requests
- [Snappy Privacy Ops](#)



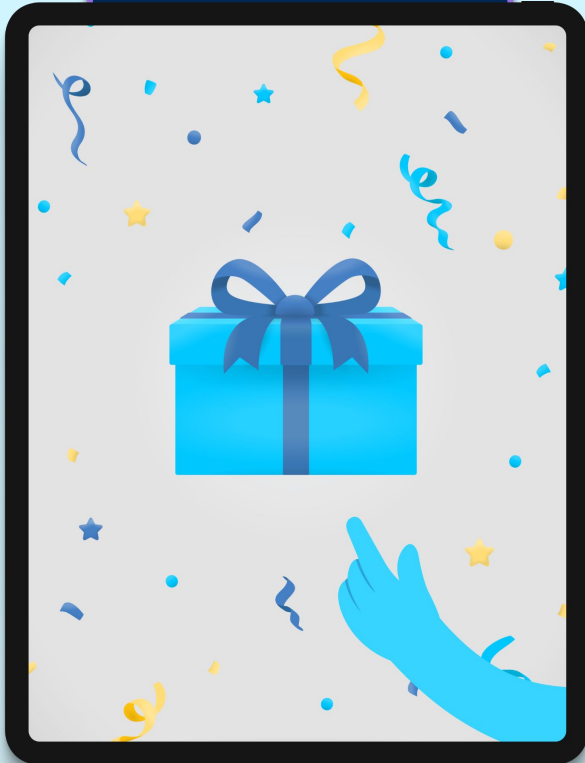
Snappy Compliance and certifications



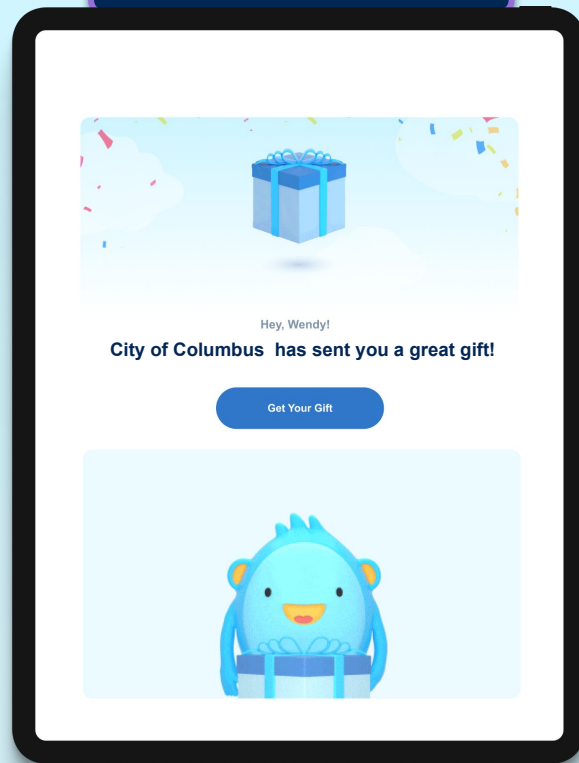
**The Employee Experience:** How it looks and a preview into a few of many collections available to celebrate City of Columbus employees!



Branded Scratch Screen



Branded Animation Experience



Simply set the collection, and employees can choose anything they'd like from it!

[\\$25 Snappy Picks](#)

[\\$25 Branded Swag On-Demand](#)

[\\$50 Snappy's Picks](#)

[\\$50 Branded On-Demand Swag](#)

[\\$75 Snappy Picks](#)

[\\$75 Branded Swag On-Demand](#)

Snacks: [\\$25](#) | [\\$50](#) | [\\$75](#)

Sweets: [\\$25](#) | [\\$50](#) | [\\$75](#)

Holidays: [\\$25](#) | [\\$50](#) | [\\$75](#) | [\\$100](#)

Newborn: [\\$25](#) | [\\$50](#) | [\\$75](#) | [\\$100](#)

Birthdays: [\\$25](#) | [\\$50](#) | [\\$75](#) | [\\$100](#)

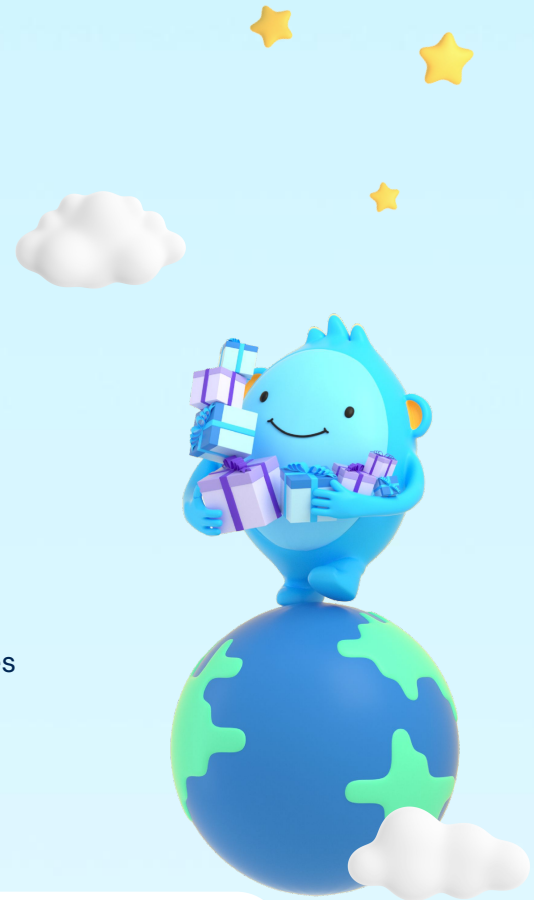
Gifts that Give Back: [\\$25](#) | [\\$50](#) | [\\$75](#) | [\\$100](#)

& many more!



## The Admin Experience: Build an all-in one recognition program that will save your teams time and streamline your recognition initiatives

- ✓ **Seamlessly manage billing**
- ✓ **Automate service anniversaries** with HRIS Integration
- ✓ **Automated** Employee Anniversaries
- ✓ **Bulk Send** Year End Gifts & Team Event Gifts Globally
- ✓ **Advanced Reporting** available on dashboard
- ✓ **Manager notifications** & reminders on employee anniversaries
- ✓ **Thank You Notes** from employees to capture feedback



**Choice of  
Top Gifts**



**Simple &  
Scalable**



**Fun &  
Customizable**



**5★ Service**



**Budget Control**



**Socially  
Responsible**



# The Recognition Leaders (Admin) Experience: City of Columbus dedicated account team at Snappy

## For dashboard admins

### Executive Sponsor

City of Columbus champion!

### Customer Success Team

Gift recognition experts, onboarding, ongoing advisor and support for all Synchrony dashboard admins

### Dedicated Account Executive

Ongoing partnership with new dashboard admins, guidance and support for planning any new campaigns and initiatives

### Gift Curation team

Support gift collection requests and brainstorming ideas for different initiatives

### Swag team

Collaborate on branded merch through our on-demand and premium offerings for events, new hire kits etc.

### Product team

Partner together on custom changes e.g. API, product feedback and feature requests

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## For gift recipients

### Customer Experience team

Dedicated team to support any and all recipient inquiries e.g. "my gift hasn't arrived," "I entered the wrong address" etc.



# City of Columbus x Snappy Roll-Out Timeline

**2 WEEKS**



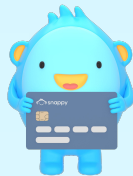
LEGAL REVIEW & APPROVALS  
(Snappy legal team to connect with  
City of Columbus legal at your  
convenience)

**3 - 5 DAYS**



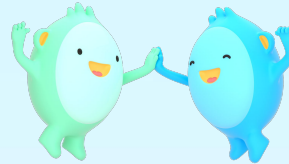
CONTRACT SIGNED

**1 - 3 DAYS**



DASHBOARD ACCESS  
within 1 - 3 business days

**1 HOUR**



ONBOARDING CALL(S) FOR  
RECOGNITION LEADERS  
Snappy to host onboarding calls

**INSTANTLY**



LAUNCH RECOGNITION &  
REWARDS PROGRAM

**QUARTERLY**



30 day check-in, 60-day  
check-ins and quarter-end QBR



## City of Columbus x Snappy Program Pricing and Additional Information

[\\*Live Calculator Tool\\*](#)

### \$25 Branded On-Demand Swag Collection

	Program 1
<b>Employee Recognition:</b> 1,300 employees x \$25/gift	\$32,500
<b>Experience Plan:</b> Essential, free plan & access to Snappy!	\$0
<b>Service Fee</b> (small 15% service fee that includes shipping, fulfillment, handling, recipient support and access to a custom dashboard)	\$4,875
<b>Estimated tax</b> (typically 8 - 10%)	\$3,744
<b>Total Spend</b>	<b>\$41,119</b>



Join Fortune 100 companies and other innovative companies using Snappy to recognize their teams





# Gifting for Good

At Snappy, we believe in the power of giving – not just giving great gifts, but giving back to others to make the world a better place. Our mission is centered around 3 pillars of social responsibility to have the biggest impact possible.



## Giving

- **\$500,000** pledged per year via philanthropy and volunteering
- **+\$1M** donated through recipient gift selections
- **\$67,000** direct Snappy employee donations through Snappy Gives Back
- **300+** hours of employee volunteer work
- **300+** charities donated to by Snappy employees



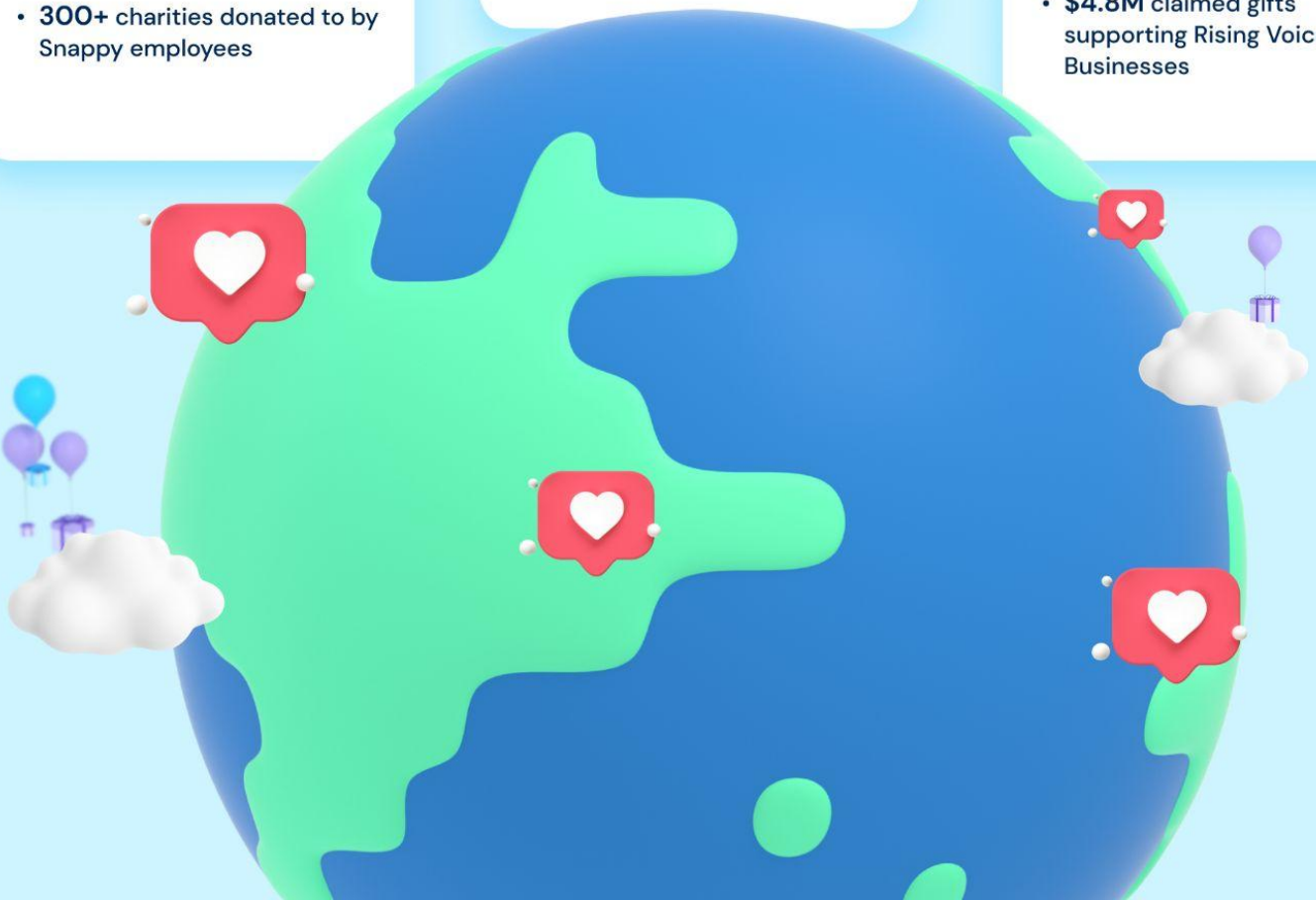
## Sustainability

- **52,000** trees donated by customers
  - 1,290.75 tons of CO<sup>2</sup> absorbed yearly
  - 5,163.00 tons of Oxygen created yearly
- **<1%** gifts returned compared to the industry average of 30%
- **1,000+** digital experiences gifted, thus reducing our carbon footprint



## Inclusion

- Launched **Rising Voices** Collection that celebrates diversity:
  - Asian-American-Owned, B Corp, Black-Owned, Charitable Giving, Family Business, Female-Owned, Indigenous-Owned, Latin-X-Owned, LGBTQ-Owned, Small Business, Sustainable, Veteran-Owned
- **700+** Products selected from Rising Voice Partners in 2021
- **144+** Rising Voice Partners added in 2021
- **\$4.8M** claimed gifts supporting Rising Voice Businesses



## Customer References and Stories



**“With Snappy, I know we're creating long-lasting cross-departmental relationships because we are giving people a way to recognize others for outstanding contributions and we're making it fast, easy, and fun.”**

Austin Martin, ABM & Head of “Happy Crew” | Zoom | [Customer Story Linked Here](#)



**“Recipients love that they can pick their own gift. Before Snappy, we would say ‘okay you're getting a coffee mug’ and maybe some people wouldn't use that. So I like that there's an array of options to choose from that's personalized to you, and what you might actually want.”**

– Dayna Doroshov, Digital Experience Researcher | Comcast | [Customer Story Linked Here](#)

## Contact Information



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