

VENUE PARTNERSHIP PROPOSAL

Bring More Customers to Your Venue - On Your Terms

DISCOVERY

Members find you by
geolocation, name, area, or
category.

CONTROL

You set the privilege, visit
limits, days, hours, and
exclusions.

GROWTH

Turn quiet periods into new
visits, larger bills, and repeat
business.

**A flexible customer-acquisition platform built around the needs of each
participating venue.**

Partnership at a Glance

Venue decision	Available options
Complimentary drinks	Set a maximum from 1 to 4 per eligible visit.
Visit frequency	One-time, daily, weekly, monthly, unlimited, or another chosen limit.
Eligible customers	Restrict access for members of your own brand membership or loyalty program.
Timing	Choose days, hours, quiet periods, and blackout dates.
Minimum purchase	Require food, a main course, or a minimum bill.
Discovery	Members find the venue through geolocation, name, city, area, or category search.
Offer changes	Update privileges as business needs change.

Your venue remains in control.



BOGO.place is a membership and venue-discovery platform that helps participating restaurants, cafés, bars, hotels, lounges, and entertainment venues attract more customers by offering controlled “Buy One, Get One” privileges.

Our goal is simple:

Help venues increase customer traffic, improve visibility, generate additional food and beverage sales, and build repeat business-without forcing every venue to offer the same promotion.

Each participating venue remains fully in control of its own offer.

What Is BOGO.place?

BOGO.place connects paying members with participating venues through our website and mobile application.

Members use BOGO.place to discover places where they can receive special privileges, such as:

- Buy one drink and receive one complimentary drink
- Buy two drinks and receive two complimentary drinks
- Buy up to four drinks and receive up to four complimentary drinks
- Special food, drink, entry, or entertainment privileges
- Venue-specific member benefits
- Promotions available on selected days or during selected hours

The exact privilege is determined by each venue.

BOGO.place does not require every venue to provide the same offer.

Your Venue Controls the Privileges

Every business is different. For that reason, your venue can create rules that suit your operations, pricing, profit margins, customer capacity, and existing membership programs.

You may change your offer whenever necessary, subject to the agreed platform conditions and reasonable notice to members.

Complimentary Drink Limit

Your venue may decide how many complimentary drinks a member can receive during each eligible visit.

For example, you may offer:

- A maximum of one complimentary drink per visit
- A maximum of two complimentary drinks per visit
- A maximum of three complimentary drinks per visit
- A maximum of four complimentary drinks per visit

The standard BOGO.place structure may allow up to four complimentary drinks per visit, but your venue may set a lower limit.

For example:

- Buy one drink and receive one free
- Buy two drinks and receive two free
- Buy four drinks and receive four free

The complimentary item should normally be the same item or the item of equal or lower value, according to your venue’s policy.

Control How Often Members Can Visit

Your venue may also decide how frequently a BOGO.place member may use the privilege.

You may allow:

- One promotional visit only
- One visit per day
- One visit per week
- Two visits per month
- Four visits per month
- Unlimited visits during eligible periods
- Any other reasonable limit selected by your venue

This allows you to control promotional costs while still benefiting from new customer traffic.

Your venue can test the program with conservative limits and increase the privileges later when you see positive results.

Protect Your Existing Membership Program

BOGO.place is designed to complement your business, not interfere with your own membership or loyalty program.

When a venue already operates its own paid membership, loyalty club, rewards program, or customer privilege program, the venue may restrict BOGO.place privileges for people who are already registered under the venue's own program.

For example, your venue may state:

BOGO.place privileges are available only to customers who are not currently members of our venue's own membership program.

This gives your venue the ability to:

- Protect the value of your existing membership program
- Prevent customers from combining overlapping privileges
- Avoid duplicate discounts
- Encourage customers to join your own loyalty program
- Use BOGO.place primarily to acquire new customers

Your venue may also specify that BOGO.place benefits cannot be combined with:

- Venue membership discounts
- Loyalty points
- Happy-hour promotions
- Credit card promotions
- Online voucher discounts
- Other coupons or promotional packages

All restrictions should be clearly displayed in the BOGO.place app so that members understand the rules before visiting.

Choose the Days and Hours

Your venue can decide exactly when the BOGO.place privilege is available.

You may offer it:

- Every day
- Monday to Thursday only
- On selected slow days
- During selected hours
- During lunch
- During afternoon periods
- During early evening
- Outside peak hours
- During special promotional periods

For example:

Available Monday to Thursday, from 2:00 p.m. to 7:00 p.m.

This gives your venue a powerful way to attract customers during quieter periods without giving discounts during your busiest times.

Set a Minimum Purchase

Your venue may require members to purchase food or meet a minimum spending amount before receiving the BOGO.place privilege.

Examples include:

- Minimum one food item per bill
- Minimum food purchase of Rp100,000
- Minimum total bill of Rp200,000
- Main course purchase required
- Promotion available only for dine-in customers

A minimum purchase can help ensure that the promotion creates meaningful revenue for the venue.

For example, a member may visit with three guests, order food for the table, purchase four drinks, and receive four complimentary drinks. Although the venue provides complimentary beverages, it gains revenue from the purchased drinks, food, service charges, taxes, and possible repeat visits.

How Members Find Your Venue

Participating venues are listed inside the BOGO.place mobile application and website.

Members can find your business in several ways.

Nearby Venue Discovery

With location services enabled, members can view participating venues near their current location.

The app may show:

- Venue name

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- Distance from the member
 - Address
 - Map location
 - Opening hours
 - Available privileges
 - Eligible days and hours
 - Visit limits
 - Minimum purchase requirements
 - Photos
 - Venue description
 - Contact details
 - Directions

This means a member who is already near your venue can discover your business and decide to visit.

Search by Venue Name

Members can search directly for your venue by name.

This is useful when:

- A member already knows your business
- A friend recommends your venue
- The venue promotes its BOGO.place participation
- A customer sees your venue on social media
- A member is planning a future visit

Search by Area or City

Members may also browse participating venues by location, such as:

- Jakarta
- Bogor
- Depok
- Tangerang
- Bekasi
- Other supported cities and areas

Search by Venue Category

Members may search by category, including:

- Restaurant
- Café
- Bar
- Lounge
- Hotel
- Beach club
- Entertainment venue
- Family venue
- Rooftop venue
- Live music venue

This gives your business additional exposure to customers who may not have discovered it through normal advertising.

Advantages for Participating Venues

1. Attract New Customers

BOGO.place introduces your venue to members who are actively searching for places to visit.

These are not simply people viewing an advertisement. They are members looking for participating venues where they can dine, drink, socialize, or be entertained.

2. Increase Traffic During Quiet Periods

Your venue can activate the privilege only on selected days and hours.

This makes BOGO.place especially useful for:

- Weekdays
- Slow afternoons
- Early evenings
- Low-season periods
- Newly opened venues
- Recently launched menu periods
- Underused seating capacity

3. Generate Additional Food Sales

Members may visit because of the drink privilege, but they often purchase:

- Meals
- Snacks
- Desserts
- Additional beverages
- Premium items
- Services or entertainment

The complimentary drink acts as the attraction, while the total visit can generate a larger bill.

4. Bring Groups, Not Only Individuals

A BOGO.place member may visit alone or bring friends, family, colleagues, clients, or guests.

Even though only the eligible member receives the privilege under the venue's rules, the entire group may make purchases.

One member can therefore introduce several new customers to your venue.

5. Improve Venue Visibility

Your venue receives exposure through the BOGO.place platform.

Your listing can include:

- Professional venue information
- Photos
- Location map
- Directions
- Contact details
- Promotion rules

- Available times
- Venue category
- Featured products or menu items

This gives your venue another digital channel without needing to create a separate promotional application.

6. Full Control Over Costs

Your venue controls:

- The number of complimentary items
- Eligible products
- Eligible days
- Eligible hours
- Visit frequency
- Minimum purchase
- Maximum redemptions
- Whether reservations are required
- Whether the offer applies during special events
- Whether the offer can be combined with other promotions

This prevents the promotion from becoming an uncontrolled discount.

7. Flexible Participation

Your venue can begin with a limited privilege.

For example:

- One complimentary drink
- One visit per member
- Monday to Thursday only
- Minimum one food item
- Selected beverages only

After reviewing the results, your venue may increase the offer.

For example:

- Up to four complimentary drinks
- Weekly or unlimited eligible visits
- More days
- Longer operating hours
- Additional menu choices

8. Protect Peak-Time Revenue

BOGO.place does not require your venue to offer privileges during busy periods.

You can exclude:

- Friday evenings
- Saturday evenings
- Public holidays
- Special events
- Concerts
- Private functions

- Fully booked periods
- High-demand dates

9. Attract Customers Without Large Advertising Costs

Traditional advertising often requires payment before knowing whether a customer will visit.

BOGO.place focuses on customers who are actively selecting participating venues.

The platform can support venue discovery, customer acquisition, and repeat visits in one system.

10. Encourage Repeat Business

A customer who first visits because of BOGO.place may later return without using the privilege.

The first visit gives your venue an opportunity to demonstrate:

- Food quality
- Drink quality
- Service
- Atmosphere
- Entertainment
- Location
- Hospitality

The promotion creates the introduction. Your venue experience creates the repeat customer.

Example Venue Offer

A participating venue could choose the following offer:

Privilege: Buy one drink and receive one complimentary drink of equal or lower value.

Maximum: Up to two complimentary drinks per eligible visit.

Availability: Monday to Thursday, 3:00 p.m. to 8:00 p.m.

Visit limit: Maximum one eligible visit per member per week.

Minimum purchase: One food item per bill.

Eligible products: House cocktails, local beer, selected wine by the glass, coffee, tea, and selected non-alcoholic drinks.

Exclusions: Premium spirits, bottles, special events, public holidays, happy hour, and other promotions.

Existing venue members: Not eligible to combine BOGO.place benefits with the venue's own membership program.

This is only an example. Your venue can create its own structure.

How Redemption Works

A simple redemption process may operate as follows:

1. The member finds the venue through the BOGO.place app.
2. The member reviews the venue's rules before visiting.
3. The member makes a reservation when required.
4. Before placing the first order, the member informs the venue that they will use their BOGO.place privilege.

5. Venue staff checks the member's active digital membership.
6. The member activates or presents the redemption screen.
7. Venue staff confirms the redemption.
8. The privilege is applied according to the venue's listed rules.
9. The visit is recorded to prevent use beyond the permitted limit.

The process is designed to be simple for both members and venue staff.

Venue Verification and Fraud Protection

The BOGO.place platform may include controls to help prevent misuse, including:

- Active membership verification
- Digital member card
- QR code or redemption code
- Time-stamped redemption
- Venue confirmation
- Visit history
- Usage limits
- Duplicate redemption prevention
- Account monitoring
- Membership suspension for misuse

Members who abuse venue privileges, share accounts, provide false information, or violate venue rules may have their membership suspended or cancelled.

No Obligation to Accept Every Request

The venue retains the right to refuse a privilege when:

- The membership is inactive or invalid
- The member did not advise staff before ordering
- The offer is being used outside eligible days or hours
- The member has exceeded the visit limit
- The requested item is excluded
- The venue is closed or hosting a private event
- The venue has reached a stated promotional capacity
- The member attempts to combine promotions
- The member violates venue rules
- The member is disruptive, abusive, or intoxicated
- The account appears to be shared or used fraudulently

Any refusal should be reasonable and consistent with the venue's published rules.

Staff Training

BOGO.place will provide participating venues with clear instructions that can be shared with managers, reception staff, waiters, bartenders, cashiers, and reservation teams.

Staff should understand:

- How to identify an active member
- When the member must declare the privilege

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- Which products are eligible
 - Maximum complimentary items
 - Minimum purchase requirements
 - Visit limits
 - Excluded days and hours
 - How to confirm redemption
 - What to do when a membership is invalid
 - Who to contact for assistance

Clear rules reduce confusion and help the venue deliver a smooth customer experience.

Venue Information Required

To join the platform, the venue will provide basic information such as:

- Legal or trading name
- Venue name
- Business category
- Address
- Map location
- Telephone number
- Email address
- Website and social media
- Opening hours
- Venue description
- Photos
- BOGO.place privilege
- Eligible days and hours
- Maximum complimentary items
- Visit limit
- Minimum purchase
- Product exclusions
- Promotion exclusions
- Reservation requirements
- Contact person
- Staff instructions

The venue is responsible for keeping its information and offer conditions accurate.

Your Offer Can Be Updated

Your venue may adjust its offer as business conditions change.

You may wish to modify:

- Available days
- Available hours
- Number of complimentary drinks
- Eligible products
- Minimum purchase
- Visit frequency
- Promotion capacity

- Blackout dates
- Membership restrictions

Changes should be submitted before they take effect so that the information shown to members remains accurate.

Members should not arrive expecting an offer that has already changed but has not yet been updated in the app.

Recommended Starting Offer

For venues joining BOGO.place for the first time, we recommend beginning with a controlled offer such as:

Buy one selected drink and receive one complimentary selected drink.

Recommended conditions:

- Maximum one or two complimentary drinks per visit
- Available during quieter days or hours
- Minimum one food item or minimum bill requirement
- Maximum one eligible visit per member per week
- Not valid with other promotions
- Excludes premium products and special events

This allows the venue to test customer response while limiting promotional costs.

Once the venue is comfortable with the results, it may increase the privilege to as many as four complimentary drinks per visit.

Why Customers Will Choose Participating Venues

BOGO.place members pay for access to venue privileges.

Because they have already chosen to become members, they have a strong reason to search for participating venues and use their benefits.

Members may choose your venue because:

- It is near their location
- They found it through geolocation
- They searched for it by name
- They want to try a new venue
- They are meeting friends
- They want value when ordering drinks
- They are visiting a new city or area
- They want a place for food, entertainment, or social activities

Participation helps position your venue as an attractive destination within the BOGO.place community.

A Partnership Designed Around Your Business

BOGO.place is not intended to force venues into a fixed discount program.

It is a flexible customer-acquisition platform that allows each venue to decide:

- What it wants to offer

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- When it wants to offer it
 - How often members may use it
 - Which members are eligible
 - What purchases are required
 - Which products are included
 - How the offer supports the venue's wider business goals

Your venue remains in control.

BOGO.place provides the platform, member network, venue discovery tools, geolocation search, membership verification, and promotional structure.

Together, we create a reason for new customers to discover your venue, visit during the times you choose, spend money, and potentially become regular customers.

Join BOGO.place

By joining BOGO.place, your venue can:

- Reach new customers
- Increase traffic during quieter periods
- Promote selected products
- Generate additional food and beverage sales
- Gain exposure through app-based geolocation
- Appear in venue name and category searches
- Control the full promotional offer
- Protect existing membership programs
- Limit visits and complimentary items
- Adjust the promotion as business needs change

BOGO.place provides the customer connection.

Your venue provides the experience that brings them back.

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