



# DANVILLE PARK GIRLS' HIGH SCHOOL

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## INVITATION TO PARTNER ON OUR DIAMOND CARD INITIATIVE

We're inviting your business to be part of a new initiative that can directly **bring you more customers, increase your local exposure, and strengthen your connection with an established alumni network within our community.** By partnering with us, your brand will be promoted to an engaged audience who actively support businesses that support their school.

At Danville, we are always looking for meaningful ways to connect our alumni, local businesses, and our school community. We are excited to launch a new initiative – the *Diamond Card* – and would like to invite your company to become a valued partner.

The *Diamond Card* is a loyalty-style programme exclusively for our alumni and Danville family, designed to benefit everyone involved – the school, our alumni, and you - our business partners.

Here's how it works:

- Alumni purchase a Diamond Card from the school for an **annual membership fee**, valid for one calendar year (January to December).
- Cardholders gain access to a range of **discounts, promotions, and special offers** from our participating partners. (There is no cost for your partnership other than the discount or special offers that you would like to make in lieu of your company's exposure to our 'members'.)
- To redeem an offer, the cardholder simply **presents their valid Diamond Card** at your business.
- All partners and their offers are listed on a **dedicated online portal**, along with an opportunity for alumni to promote their own businesses.
- **Partners are also welcome to offer additional short-term specials** — for example, a week- or month-long promotion. These limited-time offers will be communicated directly to Diamond Card members via our **monthly WhatsApp update**.

This initiative is designed to be mutually beneficial:

- *For our Old Girls:* exclusive benefits, a chance to support businesses within our community, and a chance to stay connected with their school community.
- *For our School:* a sustainable way to strengthen alumni relationships and support education.
- *For our Partners:* increased exposure, new customers, and association with a respected, community-minded brand.

We are inviting like-minded businesses to join us in supporting this initiative for a one-year partnership commitment. Together, we can build something special.

Please feel free to contact us at [wwittstock@danville.co.za](mailto:wwittstock@danville.co.za) or 082 326 5581 for more information or to confirm your participation. We would be delighted to have you on board as one of our founding Diamond Partners.

Yours sincerely

**MRS W WITTSTOCK**

**Marketing Coordinator: Diamond Card**

Forwarded by:

**MRS L A SCHOLTZ**

**Principal**