



Introduction to Rapid Rewards® Partnership Points



Welcome to Rapid Rewards® Partnership Points

By participating in Rapid Rewards Partnership Points, you will enjoy the brand recognition of the Rapid Rewards Program without the costly expense of starting your own loyalty program. This partnership allows you to buy and award Rapid Rewards Points to your Customers and Employees as a way to generate interest and reward loyalty. You will also have access to the Rapid Rewards and Partnership Points logos to use as marketing aids.

Please take a few minutes to review the following information on how to get started managing your account.

Thank you for joining Rapid Rewards Partnership Points!



Getting Started

There are two ways to reach the Rapid Rewards Partnership Points homepage:

Via www.southwest.com/partnershippoints or through the link on the Rapid Rewards Points Center Page.

Rapid Rewards Points Center

In addition to earning points from flights and Partners, Rapid Rewards Members can purchase points for themselves, to give as a gift, or transfer them to another Rapid Rewards account. Rapid Rewards Partnership Points offers companies of all sizes the opportunity to buy points to engage Customers or reward Employees.

Buy Rapid Rewards Points	Transfer Rapid Rewards Points	Gift Rapid Rewards Points
<p>Need more points to get to a reward flight? Buy the points you need and redeem sooner![*]</p> <p>Get 35% more points now through April 22, 2015.</p> <p>Buy Points</p>	<p>Share your points with friends or family by transferring points from your Rapid Rewards account to theirs.[*]</p> <p>Give 35% more points now through April 22, 2015.</p> <p>Transfer Points</p>	<p>Celebrate a special occasion or help friends and family get closer to the travel they deserve by gifting Rapid Rewards Points.[*]</p> <p>Give 35% more points now through April 22, 2015.</p> <p>Gift Points</p>
<p>Have you received Rapid Rewards Points as a gift? If you're a Rapid Rewards Member click the button below, log in to your Rapid Rewards account then enter your certificate code to get your points.</p> <p>If you're not a Member, enroll now, and then come back and claim your points.</p> <p>Claim Gifted Points</p>	<p>With Rapid Rewards Partnership Points, companies of any size can purchase Rapid Rewards Points to be used for Customer engagement or to reward Employees for a job well done.</p> <p>If you've received Rapid Rewards Points from a merchant or business, claim your points here.</p> <p>Learn More</p>	

A red box highlights the 'Rapid Rewards Partnership Points' section, and a red arrow points to it from the right.

Logging In



Username: Password: [Login Now](#)
[Forgot your password?](#)

Give your business a competitive edge

[Apply Now](#)

Enter your Username and Password on the Rapid Rewards Partnership Points homepage. Login to access your Merchant homepage.

Reward Customers and recognize Employee performance with Rapid Rewards® Partnership Points.

Become a Rapid Rewards Partnership Points Member and maximize Customer engagement. Offering Rapid Rewards Points is a great way for companies of all sizes to grow their business by building loyalty with Customers and rewarding them for engaging with products or services. Awarding Rapid Rewards Points is also an exceptional way to motivate Employees and recognize them for a job well done.

Not a member?

[Apply Now](#)

Need More Info?

[Learn More](#)



Apply: Select the Apply Now button to submit your application and get started



Purchase: Once your application is approved, use Rapid Rewards Points to engage Customers and reward deserving Employees



Analyze: Track points awarded to Customers and analyze campaign performance

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Viewing the Merchant Homepage


You are Test User (Administrator)
Test Merchant #PT26 | 87,721 points available for awarding

HOME BUY POINTS AWARD POINTS MANAGE CAMPAIGNS

Marketing Library | Your Account | Sign Out

You are here | [Home](#) >>

Welcome to your Rapid Rewards® Partnership Points merchant homepage. This page is the gateway to managing your account and provides a snapshot of your activity. You can review point purchases, active campaigns, and awarded points. You can also access the other sections of the site from here.



Rapid Rewards Points Purchased

Total Purchased to Date:	131,200
Purchased and Approved:	131,200
Released But Not Paid:	0
Purchased and Awaiting Payment:	0

Points Adjustments

Bonus:	570
Expired:	-17,955
Refunded:	0

Credit Adjustments

Duplicate Transaction (Credit):	0
Overpayment (Credit):	0

Debit Adjustments

Insufficient Payment (Debit):	0
Manual Award (Debit):	0
General (Debit):	0

Purchase Actions

[Buy Points](#)
[View Purchase History](#)

Active Campaigns

Default Campaign

Campaign Code:	DEFAULT
End Date:	2015-04-09
Amounts:	Unlimited
Total Awarded:	26,094

[View Campaign](#) | [Award Points](#)

[View all Campaigns](#)

Rapid Rewards Points Awarded

Points Available for Awarding:	87,721
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Points awarded to date

Through Direct Deposit:	12,750
Through Print Certificates:	12
Through Email Certificates:	3,332
Through Codes:	10,000

Award Rapid Rewards Points

[Through Direct Deposit](#)
[Through Print Certificates](#)
[Through Email Certificates](#)
[Through Codes](#)
[Search for Awards](#)

Items Requiring Approval

Campaigns Requiring Approval | 0 new campaign(s) require approval

Campaign Code	Company	Title	Award Amounts	End Date	Status	Action
Showing 0 of 0						

Purchases Awaiting Release | 0 new purchase(s) require approval

Tracking Number	Company	Date	Total Points	Total Cost	Purchase Status	Action
Showing 0 of 0						

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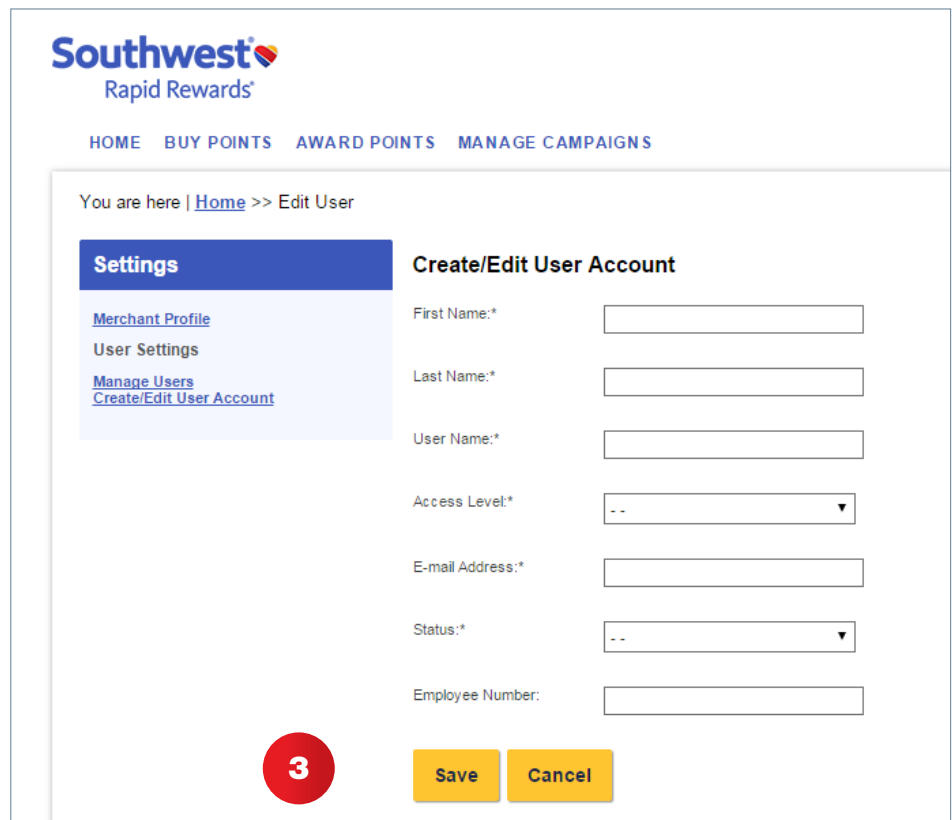
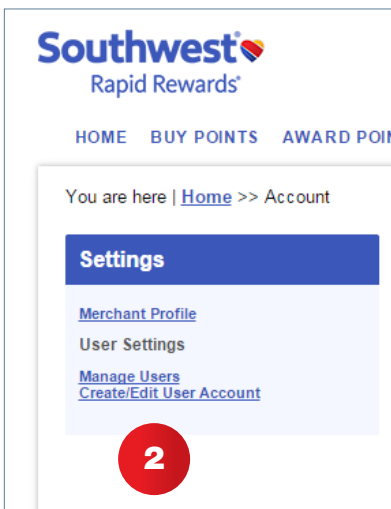
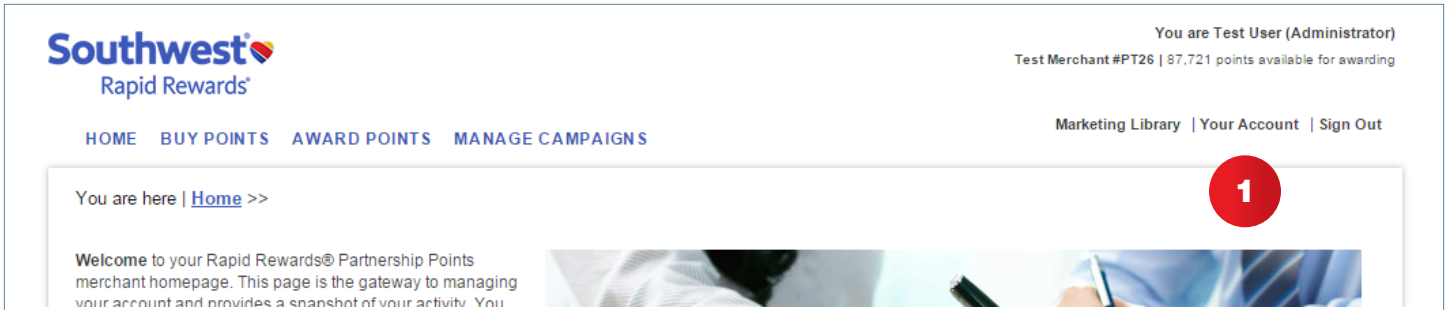
powered by points.com

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The Merchant Homepage is your account center where you'll set up additional company employees for administrative access, manage your campaigns through point purchases and awards, plus analyze campaign performance.

How to designate additional employees for administrative access



Step 1: Select Your Account link at the top of your Merchant homepage.

Step 2: Select Create/Edit User Account.

Step 3: Enter New User information and select Access Level. Save information.

ACCESS LEVELS:

Admin Level: Full access - the ability to set-up users, purchase points, and award points.

Regular User: Can purchase and issue points, but cannot set-up users or change any merchant settings or campaigns.

Limited User: Read-only access.

How to Buy Points

Southwest
Rapid Rewards

You are Test User (Administrator)
Test Merchant #PT26 | 87,721 points available for awarding

HOME BUY POINTS AWARD POINTS MANAGE CAMPAIGNS

Marketing Library | Your Account | Sign Out

You are here **1** >>

Welcome to your Rapid Rewards® Partnership Points merchant homepage. This page is the gateway to managing...

You are here | **Buy** >>

Merchant Actions

- Buy Points
- Purchase History
- Award Points
- Manage Campaigns

Award Type:
All
Direct Deposit
Bulk Upload Direct Deposit
Bulk Upload FTP Direct Deposit
Print Certificates
Email Certificates

Award Status:
All
Invalidated
Pending
Success
Failed
Issued

Campaign Code:

Batch ID:

Tracking Number:

Buy Points

Purchase points to increase your account balance. To issue awards, go to Award points.

1. Enter Points & Determine Cost

Step One: Choose the number of points to buy, and calculate the cost.

Number of Points* **Number of Points**
1,000 - Unlimited

Update Calculation **2**

Cost per Point:
Total Cost of Points:
Total Cost:

[Currency Converter](#)

Continue To Next Step

You are here | **Buy** >>

Merchant Actions

- Buy Points
- Purchase History
- Award Points
- Manage Campaigns

Award Type:
All
Direct Deposit
Bulk Upload Direct Deposit
Bulk Upload FTP Direct Deposit
Print Certificates
Email Certificates

Award Status:
All
Invalidated
Pending
Success
Failed
Issued

Campaign Code:

Batch ID:

Tracking Number:

First Name:

Last Name:

Rapid Rewards:

Buy Points

Purchase points to increase your account balance. To issue awards, go to Award points.

1. Enter Points & Determine Cost

2. Payment Details

Step Two: Provide information for processing your payment for the points.

Total Points: 100,000
Total Cost: \$ 2,500.00

Payment Method*: **3**

Points Purchase Information

Send Payment To:
Harris Trust and Savings Bank, 111 W. Monroe, Chicago, IL
60603, U.S.A.
Account Holder: Points.com
Account Number: 2910063508
ABA Number: 071000268
Bank Name:
Harris Trust and Savings Bank (Swift Code HATRUS44)

Return To Previous Step **Continue To Next Step**

3. Final Confirmation

Step 1: Select Buy Points link at the top of your Merchant Homepage.

Step 2: Enter the number of points you wish to buy (100,000 points minimum required) then click *Continue to Next Step*.

Step 3: Select payment method and enter appropriate information. Click *Continue to Next Step*.

How to Buy Points

You are here | [Buy](#) >>

Merchant Actions

[Buy Points](#)
[Purchase History](#)
[Award Points](#)
[Manage Campaigns](#)

Award Type:

All
Direct Deposit
Bulk Upload Direct Deposit
Bulk Upload FTP Direct Deposit
Print Certificates
Email Certificates

Award Status

All
Invalidated
Pending
Success
Failed
Issued

Campaign Code:

Batch ID:

Tracking Number:


First Name:

Last Name:

Rapid Rewards Number:

Claim Code:

From: 
(yyyy-MM-dd)

To: 
(yyyy-MM-dd)

Search

Reset

Buy Points

Purchase points to increase your account balance. To issue awards, go to Award points.

1. Enter Points & Determine Cost

2. Payment Details

3. Final Confirmation

Step Three: Confirm details, accept Terms and Conditions, then submit your purchase for processing

Purchase Summary

Make Changes

Total Number of Points: 100,000
Cost per Point: \$0.025
Total Cost of Points: \$2,500.00

Total Cost: \$2,500.00

Purchase Information

Make Changes

Payment Method: Wire Transfer

Send Payment To:

Harris Trust and Savings Bank, 111 W. Monroe, Chicago, IL
60603, U.S.A.

Account Holder: Points.com

Account Number: 2910063508

ABA Number: 071000288

Bank Name:

Harris Trust and Savings Bank (Swift Code HATRUS44)

Before accepting the terms and conditions you must first scroll down to the very end of the terms and conditions.

TERMS AND CONDITIONS RAPID REWARDS® PARTNERSHIP POINTS PROGRAM

These terms and conditions comprise the agreement ("Agreement") between Southwest Airlines® Co. ("Southwest®") and the company or institution identified below ("Company"). Southwest maintains the Rapid Rewards® Partnership Points program, pursuant to which the Company may purchase Rapid Rewards® Partnership Points (as defined below) for distribution to Members (defined below) in accordance with this

I confirm that I have read and understand the terms and conditions.

Purchase Points Now

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Step 4: Confirm order, acknowledge Terms & Conditions, then select *Purchase Points Now*.

How to Award Points

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You are Test User (Administrator)
Test Merchant #PT26 | 87,721 points available for awarding

HOME BUY POINTS **AWARD POINTS** MANAGE CAMPAIGNS

Marketing Library | Your Account | Sign Out

You are here | [Home](#) >>

Welcome to your Rapid Rewards® Partnership Points merchant homepage. This page is the gateway to managing your account and provides a snapshot of your activity. You

Step 1: Select Award Points at the top of your Merchant homepage.

Step 2: Choose the method in which points will be delivered:

- Direct Deposit
- Printed Certificates
- Emailed Certificates
- Bulk Award Codes

You are here | [Award](#) >>

Merchant Actions

[Buy Points](#)
[Purchase History](#)
[Award Points](#)
[Manage Campaigns](#)

Award Type:

- All
- Direct Deposit
- Bulk Upload Direct Deposit
- Bulk Upload FTP Direct Deposit
- Print Certificates
- Email Certificates

Award Status

- All
- Invalidated
- Pending
- Success
- Failed
- Issued

Campaign Code:

Batch ID:

Tracking Number:

First Name:

Last Name:

Rapid Rewards Number:

Claim Code:

From:

Award Points

There are many ways to use your points to reward your Customers or Employees.

How would you like to award your points?

To look for awards you've already completed, use the Award History [Search form on the left.](#)

Select **Direct Deposit**
Use Direct Deposit to put points directly into recipients' accounts. You must know the Rapid Rewards account number and the name of each recipient you want to award. Make up to 50 awards using the online form, or send us a file of up to 50,000 records.

Automated Direct Deposit
Complete your direct deposit awards in an automated manner without logging in, via FTP. To request FTP access click [here](#).

Select **Print Certificates**
Use Print Certificates to create award certificates you can print on a local printer. Each certificate is personalized for an individual recipient. Create up to 50 certificates using the online form.

Select **Email Certificates**
Use Email Certificates to send an award certificate to one or more recipients. You must have a valid email address for each recipient. Each certificate contains a code allowing the recipient to claim the awarded Points. Create up to 50 certificates using the online form, or upload a file of up to 10,000 email awards.

Select **Award Codes**
Use Award Codes to generate bulk generic codes you can use on your own incentive materials. You can also use Award Codes to generate in bulk, blank print certificates. Create up to 10 different combinations of award codes and denominations for a total of up to 10,000 codes or 5,000 certificates.

How to Award Points

Award Points via Direct Deposit

Award Points via Certificate

Award Points via Email

Award Points via Bulk Award Codes

3 **Step 3:** Enter requested information. Click Save, then *Continue to Next Step*. After this step you will confirm the award information and submit.

Accessing the Rapid Rewards Logo

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HOME BUY POINTS AWARD POINTS MANAGE CAMPAIGNS

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Rapid Rewards®

HOME RESOURCES FAQ'S

Step 1: Select Marketing Library at the top of your Merchant homepage.

Step 2: Select Resources.

Welcome to Rapid Rewards® Partnership Program

Welcome to your resource center for all things marketing. Here you will find banners to add to your website, or to print and post at your location. You can also find links to brand guidelines and logos for download.

If you're looking for something one of a kind built just for your business, tell us about it! We'd be happy to provide you with guidance on how to message your customers properly.

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Rapid Rewards®

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Accessing the Rapid Rewards Logo



[HOME](#) [RESOURCES](#) [FAQ'S](#)

Resources

Downloading files

When downloading files, Internet Explorer changes the file extension from .eps to .ps. Please change the file extension back to .eps when downloading. IBM/Intel-compatible users: EPS files should only be imported into MS Word-, PowerPoint-, or Excel-type programs. EPS files should only be opened if you have image-editing programs like Illustrator, Freehand or Corel Draw. If you attempt to open this file without having one of these programs, file may become corrupt and unusable.

Introduction to RapidRewards Partnership Points

- [Download information brochure](#)

RapidRewards



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Step 3: Download the logo for use in your Rapid Rewards Partnership Points campaigns.

The following versions are available for you to download:

- [EPS \(color\)](#)
- [JPG \(color\)](#)

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