

HOBBY

Rewards

PARTNERSHIPS



WELCOME TO
HOBBY
Rewards

For over **100 years**, Hornby Hobbies has been the go-to destination for generations of railway, car, and aircraft **enthusiasts** worldwide, inspired by iconic feats of engineering across land, sea, and air. We pride ourselves on being the home of their hobby and a pillar of British heritage.

Like you, we are dedicated to nurturing this love and fascination for generations to come. Through Hobby Rewards, we offer our fans a way to **transform their passion into memorable, real-world experiences** that can be shared with loved ones.





Our Members

At Hobby Rewards, we receive an average of **290,000 visits** across our platforms every month from our most dedicated members who enjoy exploring their hobbies through our rewarding benefits.

Signing up is easy, and **membership is free**. Hobby Rewards points can be earned across all our brands, so there is something for everyone, and our most loyal customers can make the most of every special offer and new product launch.

Our members are the first to engage across and beyond our own channels and forums online, spreading the word and sharing their expertise with old and young alike.

Join us and become a part of this vibrant community today.

Hobby Rewards started in November 2022 and has seen huge growth ever since.

Today, we stand at:

- **130k members**
- **20.4B Hobby Reward points earned**
- **4,000 partner offers claimed**

Our Mission

Hobby Rewards is much more than points - **it's a passport to a world of immersion, joy, and fulfillment.**

We seek to offer our members access to unforgettable experiences, a celebratory and supportive community, and the **opportunity to share their love of their hobby with friends and family beyond the home.**

Hobby Rewards is **dedicated to transforming the love for transportation** into tangible real-world experiences that can be enjoyed with loved ones.

We believe every moment spent on your hobby is precious, and every moment sharing your passion is **time well spent.**



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Our Members



High Spend VIP
Enthusiasts
(£86 Average
spend per visit)



More than **6**
visits a year



Live their
Hobby
through
Hobby
Rewards



Find avenues
to get **family**
and **friends**
involved in
their Hobby



Have
claimed, on
average, **1.5**
partner
rewards

Our partnerships



Total points
earned: **20.4B**



125.5M in
spendable
points



Multiple
partner
offers/
tailored
offers



130K
members
strong



Almost **4000**
partner offers
claimed

Our partnership commitment

We are committed to providing an **extensive range of benefits to our partners** through our wealth of experience, heritage and customer base.

Whole-base partnership launch email

to all contactable customers across all Hornby Hobby brand customer bases (100k+ customers across the UK and beyond)

Dedicated partner page

across our brand websites including video, 'About Us' and imagery for partnership duration (min. commitment 12 months)

Social media launch support

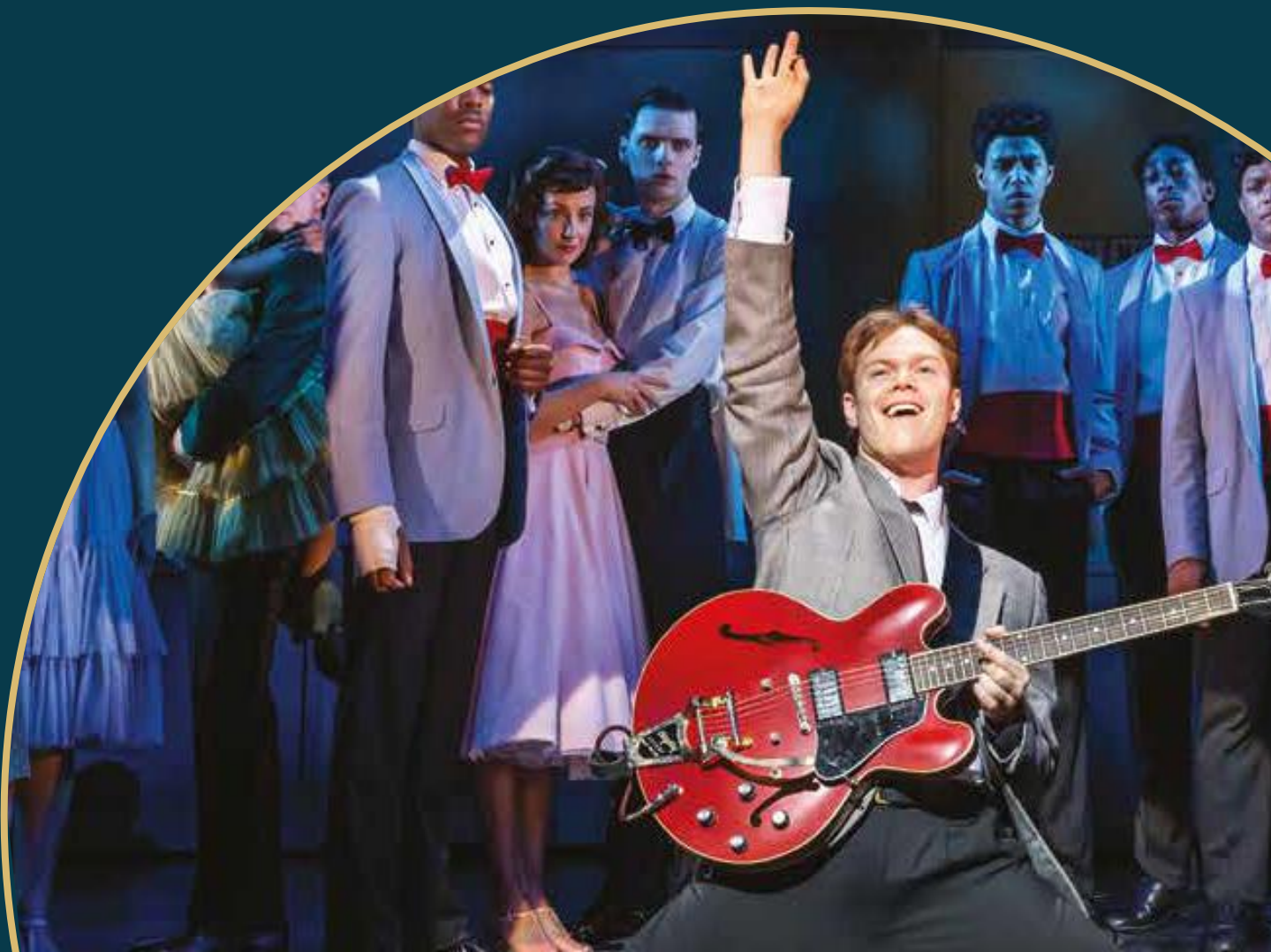
across YouTube, Facebook, TikTok, Instagram on our brand's own channels

Secure and flexible partner offer redemption mechanisms seamlessly tied to your online or destination booking systems

Point-free or points-paid redemption mechanisms

Regular partnership performance updates

Targeted whole-base partnership promotion campaigns



Our Reward Partner Package

The Hobby Rewards partnership package offers multi-channel announcement activity and supported partnership **promotion** to our full customer base across the lifetime our partnership



Targeted
Marketing
campaigns



On-site
Videography
&
Photography



Quarterly
Newsletters



Partner
Welcome
Package



Multi-channel
Promotion



Boosted
Audience
Engagement



Access to
Ongoing
Support



**SILVERSTONE
MARSHALS
TEAM**



Our Members – Dave (Hobbyist)

Dave is a young enthusiast. His love for cars has developed into becoming an **automotive hobbyist** who regularly spends time on building miniature cars.

Dave aims to spend as much time on his hobbies as possible. Being a **creative professional**, he finds his love for cars goes hand-in-hand with his career.

He has discovered that **he can come close to owning the real thing** by building it through our building kits and our miniatures, paying homage to the excellence of the original creation.

Being a Hobby Rewards member means he can be rewarded for the time he spends on his hobby.

Through Hobby Rewards, Dave is given the **exclusivity of early access to new collections** and the next build before anyone else.

Through our reward partners, Dave gets the absolute most from his **already rewarding membership**.





Our Members – Clive (Family hobbyist)

Clive is a man with well-aged taste. Clive aims to **pass on his love for locomotives** with his grandchildren and reminisce in the nostalgia.

Clive looks to **share common hobbies and creative activities with his family**, so he's always on the lookout for more family orientated activities or days out.

He actively seeks family-friendly deals and perks.

By recognizing his reasons for enjoying Hobby Rewards membership, Clive can **make the most of Hobby Rewards by using our Partner offers**.

This means Clive has less time to worry, and **more time to spend with his family**.

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Our members - Sandra (Occasional hobbyist)

Sandra is an **occasional hobbyist**, meaning she is a sporadic customer who has an interest in a hobby but may not spend as often as regular members.

Sarah is a **full-time working professional** and is available for her hobby in her spare time.

By understanding her spending habits and reasons for enjoying Hobby Rewards, **tailored offerings that resonate with her** intermittent shopping patterns are made available to Sandra.

Sandra can always have rewards and offers available to her, when she wants them.

Sandra can **purchase gifts for her husband and book days out** all through Hobby Rewards.

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Our Partners

From unforgettable days out with hands-on history, to magazine subscriptions and theatre tickets, all our partners have a special place in British engineering heritage, uniquely appealing for our Hornby Hobbies fanbase.



Join our extended family

Given our shared purpose of creating unforgettable moments, we hope you will consider joining our extended family as a Hobby Rewards partner.

Let's unite in our shared purpose and extend this journey of discovery and enjoyment far beyond the ordinary.

Contact us at partnerships@hobby-rewards.co.uk

Your hobby, but even better.

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