

Join in store today

U.S. only. To join in Canada, call 1-800-HALLMARK.

2021 MEMBER INFORMATION

ALL FIELDS REQUIRED TO PROCESS THIS APPLICATION

<input type="checkbox"/> NEW KOC MEMBER	<input type="checkbox"/> CURRENT KOC MEMBER
KOC NUMBER IF RENEWING	
FIRST NAME	LAST NAME
EMAIL ADDRESS <small>REQUIRED TO RECEIVE KOC EMAIL COMMUNICATIONS AND OTHER BENEFITS (U.S. ONLY)</small>	
STREET ADDRESS	
APT. NUMBER/P.O. BOX	CITY
STATE/PROVINCE	ZIP/POSTAL CODE
PHONE NUMBER WITH AREA CODE	BIRTHDAY MM/DD
<input type="checkbox"/> NEW TO CR	
CROWN REWARDS NUMBER	

☐ SHIP MY DREAM BOX TO THIS ADDRESS

☐ SHIP MY DREAM BOX TO THIS STORE SELECT STORES ONLY

STORE USE ONLY

HALLMARK STORE NAME	HALLMARK ACCOUNT NUMBER
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☐ CROWN REWARDS CERTIFICATE USED

CROWN REWARDS TOTAL CERTIFICATE VALUE: \$

2021 APPLICATION: 2021 Hallmark Keepsake Ornament Club enrollment is open from 11/10/2020–7/31/2021. Memberships are valid from the signup date through 12/31/2021. Administrative fee and taxes: For applications submitted by mail, the price of the membership includes all applicable state and local taxes. A \$5 administrative fee will be added to these orders. For applications submitted online, in store or by phone, applicable state and local taxes may apply. Dream Box: The Keepsake Dream Box special gift begins shipping 4/1/2021. Please allow up to three weeks for delivery for applications submitted in store or by mail after 3/15/2021. Enroll by 1/15/21 to get all benefits of membership. Must join by 3/1/2021 to receive Dream Book before it arrives in stores. Email: By providing your email address, you consent to receive email communications from Hallmark and its companies. If you do not provide an email address or opt out of email communications at a later date, you will not receive full KOC membership benefits, such as the For Keeps e-newsletter. Canada: If ordering outside the U.S., pay in U.S. funds. Canadian customs requires consumers to pay customs clearance charges and applicable taxes on each item. Crown Rewards: KOC membership includes enrollment in Hallmark Crown Rewards program. For terms and conditions, visit Hallmark.com/CrownRewards. Valid in the U.S. only. Full terms: For KOC membership terms and conditions, visit Hallmark.com/KeepsakeOrnamentClubTerms. For the Hallmark privacy statement, go to Hallmark.com/Privacy or call 1-800-HALLMARK (1-800-425-5627). Consumer Privacy notice for California Residents: The Privacy Notice for California Residents governs the collection of your personal information and is contained in Hallmark's current privacy policy available at Hallmark.com/Privacy. ***FREE ROCKING HORSE GIFT KEEPSAKE ORNAMENT:** Valid 12/1/21–12/24/21 while supplies last only at participating Hallmark Gold Crown stores in the U.S.A. Limit one Rocking Horse Gift Hallmark Keepsake Ornament per 2021 KOC membership. Offer not valid with 2022 Keepsake Ornament Club membership. 2021 Keepsake Ornament Club membership card must be shown at time of purchase. Not valid with any other offer or on past purchases. Tax not included.



491RCB1801 - 2021 GC KOC Application - US



Get your Dream Book before anyone else!

YOUR ANNUAL MEMBERSHIP GIFT

It just doesn't get sweeter than the 2021 Keepsake Dream Box. Open yours to find two full-sized, baking-themed ornaments, coordinating products and your 2021 *Dream Book*. Be sure you join by March 1 so you'll receive your *Dream Book* before it releases in stores. Dream Boxes are valued at \$75 and begin shipping in April!

Join the Keepsake Ornament Club now to get all the rewards you deserve!

We have a tradition of rewarding our Keepsake Ornament Club family, and 2021 will be no exception. Get complete details on these benefits and more inside.

SAVINGS AND OFFERS

Up to \$30 in offers, with a \$5 off \$10 coupon in every club mailing (U.S. only), along with surprise savings and gifts throughout the year

Top-tier Crown Rewards Bonus Points

new Special pricing on select Keepsake gifts

EXCLUSIVE ACCESS

Shop ornament release events early, including limited quantities and event offers

Receive the KOC *Dream Book* before it releases in store when you join by March 1

Opportunities to purchase four members-only ornament designs

OUR GIFTS TO YOU

Annual membership gift valued at \$75

Free* ornament for shopping in December 2021



Great rewards.
Sweet memories.
The feeling of family.

2021 Hallmark Keepsake Ornament Club



Enrollment opens November 10, 2020
Get membership rewards valued at over \$100!

JOIN ONLINE / IN STORE / BY MAIL / BY PHONE

Application inside or at Hallmark.com/KOC

Get all the rewards you deserve!

Here's a look at what you'll receive for just \$49.99 USD (plus tax or fees).

Enrollment is open November 10, 2020—July 31, 2021, with benefits lasting through 12/31/21. Join early so you don't miss a single reward.



UP TO \$30 IN OFFERS

Join by 1/15/21 to receive all club mailings, each of which will arrive with a \$5 off \$10 coupon (U.S. only) you can use to shop in store or online. Plus, look for special pricing just for you on select Keepsake gifts.

EXCLUSIVE ACCESS

Look for your invitation to shop our ornament release events early at participating stores, where you'll get first dibs on all ornaments, offers and more!



MEMBER-EXCLUSIVE ORNAMENTS

Our artists created these four designs just for 2021 club members. Take a look at what's new!

- Christmas Window 2021** 19th in the series. QXC5612 **JUL** Captivating
- Cockatoo** QXC5555 **JUL** **Santa's Sleigh** QXC5562 **OCT** **Waltz of the Flowers** 3rd in the Nutcracker Sweet series. QXC5535 **OCT**

CROWN REWARDS

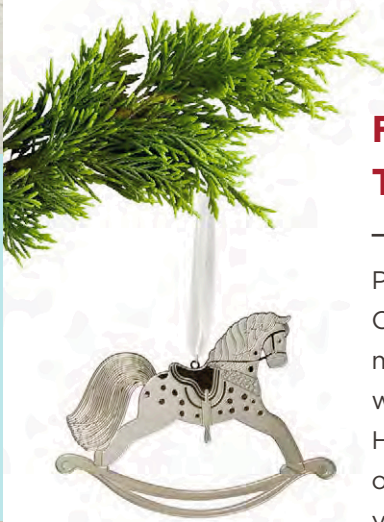
The best of the best

AS A KOC MEMBER, YOU'LL GET ACCESS TO THE BEST BONUS POINTS, WITH MORE OPPORTUNITIES TO EARN MORE TOP-TIER REWARDS THAN ANYONE ELSE.

Join early so you don't miss a single benefit! Learn more at Hallmark.com/KOC

STAY IN TOUCH ALL YEAR

You can look forward to rewards and benefits coming your way every month! Watch your monthly email newsletters for insider info and a chance to win a free ornament, and look for savings and surprises in your quarterly *For Keeps* mailings, too.



FREE ORNAMENT TO SAY THANKS

Purchase a Keepsake Ornament priced \$9.99 or more in December 2021, and we'll give you this Rocking Horse ornament free.* It's our end-of-year gift to thank you for being part of the KOC family.

Join by mail

Mail completed application and payment to:
Hallmark Keepsake Ornament Club
P.O. Box 419824
Kansas City, MO 64141-6824

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ALL FIELDS REQUIRED TO PROCESS THIS APPLICATION

☐ NEW KOC MEMBER

☐ CURRENT KOC MEMBER

KOC NUMBER IF RENEWING

FIRST NAME

LAST NAME

TODAY'S DATE

EMAIL ADDRESS

REQUIRED TO RECEIVE KOC EMAIL COMMUNICATIONS AND OTHER BENEFITS (U.S. ONLY)

STREET ADDRESS

APT. NUMBER/P.O. BOX

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE NUMBER WITH AREA CODE

BIRTHDAY MM/DD

☐ NEW TO CROWN REWARDS

☐ CURRENT CROWN REWARDS MEMBER

CROWN REWARDS MEMBER NUMBER

MEMBER PAYMENT INFO

\$49.99 + \$5.00 = \$54.99 USD
membership fee administrative fee (mail-in only) total

ENROLL IN STORE, ONLINE OR BY PHONE TO AVOID THE ADMINISTRATIVE FEE.
APPLICABLE STATE AND LOCAL TAXES MAY STILL APPLY. CROWN REWARDS CERTIFICATES MAY NOT BE USED WHEN JOINING BY MAIL.

☐ CHECK

CREDIT CARD

☐ VISA ☐ DISCOVER ☐ MASTERCARD ☐ AMEX

CREDIT CARD NUMBER

EXP. DATE (MM/YY)

MEMBER SIGNATURE

By signing above, you are agreeing to pay the one-time, annual fee of \$54.99 USD.

Please see reverse for details.