



CLUB BASS PRO SHOPS & CABELA'S

CLB234528 CLUB IT TO UM

OBJECTIVE

The ITA email is intended to drive NABs by targeting ‘outdoor-interested’ upmarket cardholders—those that have shopped at BPS, CAB or a competitor—and encouraging them to apply for the CLUB card.

Main benefits:

- Earn free gear by earning CLUB Points for your outdoor adventure
- Apply today to earn up to \$40 in CLUB points
- Earn 2% at Bass Pro Shops and Cabela’s / Earn 1% everywhere else
- Easy to earn and redeem CLUB Points / Exclusive CLUB Member discounts and benefits
- Find out if you’re pre-approved with no impact to your credit score

Two versions for both Bass Pro and Cabela’s:

- Version 1: leaning more towards COF branding
- Version 2: leaning more towards CLUB branding

Subject line

Earn free gear for your next adventure,
<FirstName>

Pre-header

See if you're pre-approved for the
<Bass Pro Shops/Cabela's> CLUB card
with no impact to your credit.

Links

TBD

About this message

¹Terms apply. The Bass Pro Shops & Cabela's CLUB cards are issued by Capital One, N.A. pursuant to a license by Mastercard International Incorporated. Upon account approval, you will receive \$20 in CLUB Points, redeemable with a purchase on your new card. Earn \$10 in CLUB Points after making 2 purchases, on separate visits, at Bass Pro Shops or Cabela's within the first 30 days after account approval with the Bass Pro Shops or Cabela's CLUB card. Earn an additional \$10 in CLUB Points after 5 purchases everywhere else Mastercard[®] is accepted within the first 30 days after account approval. See Application Terms for details on Bass Pro Shops & Cabela's Purchases and qualifying locations. After qualifying, points will be awarded within 60 days. Offer subject to change.



Save on gear and support conservation

Earn unlimited rewards for free gear with no annual fee.

We've got some good news, <FirstName>! We're bringing you an offer we think you'll love—thanks to our partnership with <Bass Pro Shops/Cabela's>. With the <Bass Pro Shops/Cabela's> CLUB card, you can earn up to \$40 in CLUB Points¹ to use for free gear—plus points on every purchase.

Apply now

Check if I'm pre-approved

Find out if you're pre-approved with no risk to your credit score.



Benefits you'll enjoy when you join the CLUB:

²Bass Pro Shops and Cabela's Purchase APR: 9.99%. Other Purchases and Transfer APR: 19.99%, 22.99% or 31.74% variable APR, based on your creditworthiness. Cash Advance APR: 31.74% variable. Variable APRs as of 4/1/23. Cash Advance Fee: greater of 3.0% of advance amount or \$3. Promo Balance Transfer Fee: 3.0% of amount transferred.

The <Bass Pro Shop's/Cabela's> CLUB card is issued by Capital One Bank (USA), N.A., pursuant to a license by Mastercard International Incorporated.

Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated.

The site may be unavailable during normal maintenance or due to unforeseen circumstances.

2%
points back
on purchases at Bass Pro
Shops and Cabela's

1%
points back
on purchases everywhere else
Mastercard® is accepted



Free gear

Redeem points at Bass Pro Shops and Cabela's.



Exclusive offers

Enjoy access to CLUB perks and discounts.



No annual fee²

You won't be charged fees just for having the card.



Card benefits

Get \$0 liability for unauthorized charges, easy redemption and more.

[Apply now](#)

[Check if I'm pre-approved](#)

Find out if you're pre-approved with no risk to your credit score.



[Download the Capital One Mobile app.](#)

About this message

[Message-specific disclosures go here as necessary.]

Important information from Capital One

MD3 POD will add Global and Partner disclosures

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ALT Text

Join the CLUB
\$40 in CLUB Points¹
2% points back
1% points back

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and Cabela's

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