



MERCHANT PARTICIPATION AGREEMENT

THE 2021 HOLIDAY SHOPPING CARD

Benefiting the American Cancer Society

October 21 – October 31, 2021

Final Contract Deadline: July 1, 2021

Store Information: (Complete a Merchant Agreement for each participating store location.)

Local Store Name (as it will be listed in print materials): _____

Address (as it will be listed in print materials): _____

City/Zip: _____

Website: _____ Social Media: _____

Local Contact Name: _____ Local Contact Title: _____

Local Contact Phone: _____ Local Contact Email: _____

Corporate Mailing Address: _____ Corporate City/Zip: _____

Corporate Contact Name: _____ Corporate Contact Title: _____

Corporate Contact Phone: _____ Corporate Contact Email: _____

1. **Business Listing Description:** Below, please provide a maximum 15-word description of store merchandise, **noting exclusions**, as it should be listed in The Holiday Shopping Card Directory. **VICTORY/The Holiday Shopping Card reserves the right to edit final wording.**

Use the same description and exclusions from our 2020 listing.

Description: _____

Exclusions: _____

2. **Shopping Area:** Select the shopping area that best describes where your business is located (each store will be listed under **ONE** location)

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> 1960 Area/Champions /Vintage Park | <input type="checkbox"/> The Heights | <input type="checkbox"/> Post Oak Area | <input type="checkbox"/> Upper Kirby |
| <input type="checkbox"/> Bay Area/Clear Lake/League City | <input type="checkbox"/> Highland Village | <input type="checkbox"/> Rice Village/West University | <input type="checkbox"/> Uptown Park |
| <input type="checkbox"/> Baytown | <input type="checkbox"/> Katy/Fulshear | <input type="checkbox"/> River Oaks Area | <input type="checkbox"/> The Woodlands/Montgomery County |
| <input type="checkbox"/> Bellaire/Meyerland | <input type="checkbox"/> Kingwood | <input type="checkbox"/> River Oaks District | <input type="checkbox"/> Online/Websites |
| <input type="checkbox"/> Central Houston/Montrose | <input type="checkbox"/> Market Street | <input type="checkbox"/> River Oaks Shopping Center | |
| <input type="checkbox"/> CITYCENTRE | <input type="checkbox"/> Memorial/West Houston | <input type="checkbox"/> Sugar Land/Fort Bend County | |
| <input type="checkbox"/> The Galleria | <input type="checkbox"/> Museum District/Texas Medical Center | <input type="checkbox"/> Tanglewood/Briargrove | |
| <input type="checkbox"/> The Galleria Area | <input type="checkbox"/> Northwest Houston/Cypress | <input type="checkbox"/> Town & Country | |

3. **Business Category Listing:** Select the category in which you wish to be listed under (select **ONE** business category)

- | | | |
|---|--|--|
| <input type="checkbox"/> Antiques | <input type="checkbox"/> Children's Fashions, Toys & Shoes | <input type="checkbox"/> Personal & Professional Services & Products |
| <input type="checkbox"/> Art, Framing & Photography | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Pet Products & Services |
| <input type="checkbox"/> Baby & Maternity | <input type="checkbox"/> Floral, Garden & Outdoor | <input type="checkbox"/> Specialty Foods |
| <input type="checkbox"/> Baggage & Travel Accessories | <input type="checkbox"/> Home Furnishings & Home Décor | <input type="checkbox"/> Specialty Retail & Gifts |
| <input type="checkbox"/> Bakery & Desserts | <input type="checkbox"/> Jewelry & Jewelry Services | <input type="checkbox"/> Sporting Goods, Health & Physical Fitness |
| <input type="checkbox"/> Beauty & Spa | <input type="checkbox"/> Men's Fashions, Shoes & Accessories | <input type="checkbox"/> Women's Fashions, Shoes & Accessories |
| <input type="checkbox"/> Books, Cards, Stationery & Gifts | | |

4. **Sell The Holiday Shopping Card:** Please select the sales process you prefer to use for administering Card sales.

- SKU Card Sales Process:** Participant agrees to set-up a non-merchandise SKU to process Card sales. This process will ensure that sensitive customer information is secure and will provide an efficient way to manage Card sales (A separate agreement will be provided.)
- Manual Card Sales Process:** Participant agrees to complete The Holiday Shopping Card payment slip collecting both customer information and their payment. Participant is responsible for securing customer's payment and sensitive information until packet is picked up after the 11-day event.

RETURN FORM BY JULY 1, 2021

American Cancer Society/VICTORY

P. O. Box 631661 • Houston, TX 77263 • 713.266.2205

holidayshoppingcardhouston@cancer.org • www.holidayshoppingcard.com



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The 2021 Holiday Shopping Card
Benefiting the American Cancer Society
October 21 – October 31, 2021

MERCHANT PARTICIPANT BENEFITS

Participant will enjoy several benefits for participating in The Holiday Shopping Card fundraising program, benefiting the American Cancer Society:

- Participant's information featured in The 2021 Holiday Shopping Card directory and on The Holiday Shopping Card website
- The Holiday Shopping Card website provides a direct link back to the participant's website
- Participant's name included in the Merchant Marketing Brochure
- All point-of-sale marketing materials, including posters and table tents, will be provided to participating retailers
- Social media and cross-promotional opportunities
- Mention in direct mail out and/or e-blasts promoting The Holiday Shopping Card
- Use of The Holiday Shopping Card logo to promote to your customers

MERCHANT PARTICIPANT TERMS AND CONDITIONS

Participant of The 2021 Holiday Shopping Card program agrees to the terms and conditions listed below:

- We agree to **SELL** The Holiday Shopping Card to our shoppers for a minimum of \$75 to the American Cancer Society during the **11-day fundraising event from Thursday, October 21 through Sunday, October 31, 2021** at all of our participating locations and may be sold as soon as the Cards are received.
- We agree that the American Cancer Society retains ALL proceeds from the sale of The Card, and we will remit all proceeds to the American Cancer Society.
- We agree to **PROMOTE** The Holiday Shopping Card. Promoting includes displaying materials provided: posters, table tents, and other marketing materials.
- We agree that we are financially responsible for the cash value of all Cards sold, missing, lost, stolen, and including those with incomplete credit card information. Each Card has a cash value of \$75. All unsold Cards must be returned to **VICTORY/The Holiday Shopping Card**.
- WE AGREE TO NOT ACCEPT CREDIT CARDS OR CHECKS FROM CARD PURCHASERS OUTSIDE OF THE USA – CASH ONLY. We agree that we are financially responsible for any uncollectible Card purchases from outside the USA.
- We agree that The Holiday Shopping Card is non-transferable and may be used only by the person whose name and signature appear on The Card. Photo identification should be requested.
- We agree to advise all store personnel of these conditions and to promote the sale of Cards.
- We agree to offer a minimum 20% discount on all regular priced store merchandise for The Holiday Shopping Card holders from October 21 to October 31, 2021 unless merchant is under a contractual agreement that prohibits such discount on specific merchandise. **All exclusions must be noted on this agreement.**
- We agree that we will not replace lost or stolen Holiday Shopping Cards, and we understand the American Cancer Society and VICTORY will not replace lost or stolen Cards.
- We understand that VICTORY and the American Cancer Society assumes no liability in connection with The Holiday Shopping Card.
- We will not release any Holiday Shopping Card funds or unused Cards except to authorized VICTORY volunteers.

OPTIONAL - MERCHANT CHOOSES TO HIGHLIGHT THEIR STORE FOR AN ADDITIONAL \$250

Merchants who choose to be highlighted will receive extra recognition with a background color around their directory listing, a background color around their web listing and will be featured on our website under the "Premier Retailer" category in addition to other applicable categories. You will receive an invoice. YES NO NO CHARGE

OPTIONAL - DONATION

Merchants who are unable to sell The Holiday Shopping Card at their location are encouraged to make a \$150 donation.

- YES – We pledge to donate \$150 to the American Cancer Society. NO - We will sell The Card at this location.

This contract confirms our request for participation in The 2021 Holiday Shopping Card benefiting the American Cancer Society, a non-profit organization. If APPROVED as a participating retailer, we promise to abide by the program rules and regulations set forth in this document. By completing the below information, I, representing the business, acknowledge that I have accurately filled out this contract and read all accompanying materials.

I HAVE READ AND AGREE TO THE CONDITIONS OUTLINED TO PARTICIPATE IN THIS PROGRAM:

MERCHANT: _____

Authorized By: _____

Signature

Print Name

Title

Date



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