

# Retail Participation Agreement

2019 Shop With Heart Card

Presented by the Heart Guild of Houston, benefiting the American Heart Association

**Friday, April 26 - Sunday, May 5, 2019**

## **RETAIL PARTICIPANT BENEFITS**

Participant will enjoy a host of benefits for participating in the 2019 Shop With Heart Card fundraising event, benefiting the American Heart Association:

- Participant's name featured in the 2019 Shop With Heart Card directory and on the Shop With Heart Card website.
- All point-of-sale marketing materials, including posters and brochures, will be provided to participating retailers.
- Social media and cross-promotional opportunities.
- Mention in direct mail out and/or e-blasts promoting the Shop With Heart Card.

## **RETAIL PARTICIPANT TERMS AND CONDITIONS**

This signed agreement confirms our participation in the 2019 Shop With Heart Card fundraising event and acknowledges our agreement to the terms and conditions stated below.

- **Participating retailers must sell at least two cards (or donate a 100% tax-deductible gift of \$100).**
- **We acknowledge that AHA retains all proceeds from the sale of the card.**
- **We are financially responsible for all cards sold, missing, lost or stolen cards. Each card has a cash value of \$50. All unused Cards must be returned to the American Heart Association no later than May 31, 2019.**
- We agree to sell and promote the Shop With Heart Card during the 10-day fundraising event from Friday, April 26 through Saturday, May 5, 2019. Including displaying materials provided: posters, brochures, and other marketing items.
- We will not accept credit cards or checks from Card purchasers outside of the USA - Cash only.
- We understand the Shop With Heart Card is non-transferable and we will request photo identification to ensure only the person whose name and signature appears on the Card, is using the Card.
- We agree to advise all store personnel of these conditions and to promote the sale of Cards.
- We agree to not run a store-wide promotional discount on regular priced merchandise where the discount competes with the Shop With Heart Card discount during the 10-day fundraising event.
- We will honor the 20% discount on all regular priced store merchandise for Shop With Heart Card holders unless merchant is under a contractual agreement that prohibits such discount on specific merchandise.
- We are not required to honor the Shop With Heart Card 20% discount on: sale merchandise; gift certificates/cards; layaway payments; online purchases; previously purchased merchandise; special orders; restricted merchandise. Card is not valid with any other offer.
- We have noted all exclusions, if any, on the front of this Shop With Heart Card Participation Agreement.
- We will not replace lost or stolen Shop With Heart Cards, and we understand the American Heart Association and Heart Guild of Houston will not replace lost or stolen Cards.

## **RETAIL PARTICIPANT SKU PROCESS REQUIREMENTS**

- Participant agrees to set-up a Non-Merchandise SKU titled "Shop With Heart Card" to prompt associates to input sale amount. Shop With Heart Card sales will be processed through the Retailer's point of sale system.
- "Shop With Heart Card" and the \$50 charge will appear as a line item on purchaser's receipt, excluding sales tax.
- Participant is responsible for credit card processing/handling fees.
- Participant agrees to collect Shop With Heart Card purchaser information using the Customer Information Cards provided by the American Heart Association.
- Participant agrees to remit a report detailing all Shop With Heart Card sales, payment for total funds collected through the Retailer's point of sale system and all completed Customer Information Cards to the American Heart Association within 30 days of the event completion.
- A volunteer will pick-up all unsold Shop With Heart Cards and marketing materials beginning the week of May 6, 2019.

Shop With Heart Card | 10060 Buffalo Speedway | Houston, TX 77054  
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