



2019 SHOP WITH HEART CARD

Retail Participation Agreement

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

Friday, April 26 - Sunday, May 5, 2019

We invite you to participate in the **2019 Shop With Heart Card**, Houston's premier spring shopping and dining fundraising event.

Store Information: (Complete a merchant agreement for each participating store location)

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

Address (as it will be listed in printed materials): _____ City/Zip: _____

Website: _____

Local Contact Name/Title: _____

Local Contact Phone: _____ Local Contact Email: _____

Corporate Contact Name/Title: _____

Corporate Mailing Address: _____ City/Zip: _____

Contact Phone: _____ Contact Email: _____

1. **Business Listing Description:** Please provide below a maximum 20-word description of store merchandise, **noting exclusions**, as it should be listed in the Shop With Heart Card. **The Heart Guild/The Shop With Heart Card reserves the right to edit final wording.**

Description: _____

Exclusion: _____

Contract Deadline: March 1, 2019

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"/> Heights Area/Washington Ave | <input type="checkbox"/> Post Oak/San Felipe | <input type="checkbox"/> Town & Country |
| <input type="checkbox"/> Bay Area/Pearland | <input type="checkbox"/> Highland Village | <input type="checkbox"/> Rice Village/West University | <input type="checkbox"/> Upper Kirby |
| <input type="checkbox"/> Bellaire/Meyerland Area | <input type="checkbox"/> Highland Village Area | <input type="checkbox"/> River Oaks Area | <input type="checkbox"/> Uptown Park |
| <input type="checkbox"/> Central Houston/Montrose Area | <input type="checkbox"/> Katy Area/Fulshear | <input type="checkbox"/> River Oaks District | <input type="checkbox"/> WEST AVE at River Oaks |
| <input type="checkbox"/> CITYCENTRE | <input type="checkbox"/> Kingwood/Northeast Houston | <input type="checkbox"/> River Oaks Shopping Center | <input type="checkbox"/> Westheimer/Fountain View |
| <input type="checkbox"/> The Galleria | <input type="checkbox"/> Market Street / The Woodlands | <input type="checkbox"/> Sugar Land / Fort Bend County | <input type="checkbox"/> The Woodlands / Montgomery County |
| <input type="checkbox"/> The Galleria Area | <input type="checkbox"/> Memorial/West Houston | <input type="checkbox"/> Tanglewood/Briargrove Area | <input type="checkbox"/> Woodway/Voss |
| | <input type="checkbox"/> Northwest Houston/Cypress | | |

3. **Business Category Listing:** Categories in which you wish to be listed under (select a **maximum of 3 business categories**).

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

4. **Sell Shop With Heart Cards:** Participating retailers must sell at least two cards (or donate a 100% tax-deductible gift of \$100).

We ask that each store consider the SKU Card Sales process as it secures that funds are collected when the purchaser receives the card and benefits and a seamless transition transaction at the end of the event. 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 (see back page for SKU process requirements).

Manual Card Sales Process: Participant agrees to complete the Shop With Heart 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 10-day event.

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

832.918.4020 (Phone) | 832.918.4011 (Fax) | Angela.Robles@heart.org | shophouston.heart.org

See Terms & Conditions on Reverse Side

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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.

- 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.

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

Authorized By: _____
Signature Print Name Title Date

SWHC Volunteer: _____

Return completed Participation Agreement by fax, mail or scanned copy via e-mail by **March 1, 2019 to the information listed **below**. Do not delay! Once agreement is received, Participant's name will be included in all marketing materials per outlined benefits above.**