



Dear Valued Restaurant:

This has been a challenging time particularly for restaurants and retail businesses. The American Cancer Society has suffered a massive reduction in donations which seriously impacts their ability to provide services for the vulnerable population of cancer patients. The Holiday Shopping Card, which will be held this year from October 22 through November 1, is an event that will benefit both you and the American Cancer Society. By participating in this premiere fundraising event, you will be enhancing your brand image and increasing community engagement but most importantly, your location will be listed in the Holiday Shopping Card directory for the **thousands** of cardholders who can take advantage of your offer and visit your restaurant.

Over the past 23 years, the women of VICTORY, a volunteer fundraising branch of the American Cancer Society, along with retailers, restaurants and sponsors, have raised more than \$17.2 million through The Holiday Shopping Card program to help in the fight against cancer.

[Here's how the program works](#)

The Holiday Shopping Card is sold online and at participating retailers for a \$75 minimum donation. 100% of the donation benefits the American Cancer Society. Once purchased, the card is accepted at over 575 participating retailers and restaurants like yours.

[Here is how the program works for RESTAURANTS](#)

Restaurants are **NOT** required to sell The Holiday Shopping Card. You bring value to the Card by displaying marketing materials that promote the sale of the Card (which will be delivered by a VICTORY member just before the event) and by offering one of the following food options to holders of The Holiday Shopping Card during the 11 day event:

- Complimentary appetizer with purchase of entrée during lunch and/or dinner,
- Complimentary dessert with the purchase of entrée during lunch/dinner, OR
- Complimentary option of your choice

[Signing Up Couldn't Be Easier](#)

Sign up online at www.holidayshoppingcard.com. Just click on the link 'Become a Retailer'. **Prefer Paper?** Complete our enclosed Restaurant Participation Agreement and mail, email or fax it back. Once approved, your benefits begin immediately with your listing on The Holiday Shopping Card website with a direct link back to your website. For a listing of additional benefits, go to www.holidayshoppingcard.com.

[Make Sure Your Listing Stands Out](#)

For a \$250 donation, your store is highlighted in green on both the website and the printed directory which draws customer attention to your listing. Additionally, you will be listed as a Premier Retailer on our website www.holidayshoppingcard.com. See examples on the Highlighting Form in the packet.

If you have any questions, please do not hesitate to contact us at 713-266-2205 or email us at holidayshoppingcardhouston@cancer.org. We hope that you join us in this fight for a cure!

Carolyn Steele
2020 Chair

Elaine Gartrell
2020 Chair



RETURN FORM BY JULY 1, 2020 American Cancer Society/VICTORY

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

holidayshoppingcardhouston@cancer.org • www.holidayshoppingcard.com





RESTAURANT PARTICIPATION AGREEMENT

THE 2020 HOLIDAY SHOPPING CARD

Benefiting the American Cancer Society

October 22 - November 1, 2020

Final Contract Deadline: July 1, 2020

Restaurant Information: (Complete a Merchant Agreement for each participating restaurant location.)

Local Restaurant 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/Title: _____

Corporate Contact Phone: _____ Contact Email: _____

1. **Business Listing Description:** Below, please provide a maximum 15-word description of your offerings, **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 2019 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"/> 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 | <input type="checkbox"/> Online/Websites |

RESTAURANT PARTICIPANT BENEFITS

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

- Participant's information featured in The 2020 Holiday Shopping Card directory and on The Holiday Shopping Card website
- The Holiday Shopping Card website will provide a direct link to participant's website
- Participant's name included in the Merchant Marketing Brochure
- All marketing materials including posters and table tents will be provided
- 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

RESTAURANT PARTICIPANT TERMS AND CONDITIONS

Participant of The 2020 Holiday Shopping Card program agrees to the terms and conditions listed below:

- We agree to offer one or more of the following promotions (selected below) from Oct. 22 - Nov. 1, 2020 to all holders of The Holiday Shopping Card, and to not limit the amount of transactions made during this 11-day period. All exclusions must be noted on this agreement.
- We agree to advise all personnel of these conditions and agree to promote the sale of The Holiday Shopping Card by displaying materials provided.
- We understand that VICTORY and the American Cancer Society assumes no liability in connection with The Holiday Shopping Card.

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holidayshoppingcardhouston@cancer.org • www.holidayshoppingcard.com



RESTAURANT PARTICIPATION AGREEMENT

The 2020 Holiday Shopping Card
Benefiting the American Cancer Society
October 22 - November 1, 2020

RESTAURANT PARTICIPANT OPTIONS: (Please select at least one)

- _____ 20% off meal with minimum purchase
- _____ Complimentary appetizer with purchase of an entrée during lunch and/or dinner
- _____ Complimentary dessert with purchase of an entrée during lunch and/or dinner
- _____ Complimentary specific menu item _____
- _____ Other _____

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

Restaurants 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
- Please Send More Information

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.

This agreement confirms our request for participation in The 2020 Holiday Shopping Card benefiting the American Cancer Society, a non-profit organization. If APPROVED as a participating restaurant, 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:

RESTAURANT: _____

Authorized By: _____

Signature	Print Name	Title	Date
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Highlight Your Store!

The 2020 Holiday Shopping Card

Make sure your store stands out! To further utilize the market capabilities of our Card, we offer the availability to our merchants to “highlight your store”. This ensures your business will be featured prominently for maximum exposure. With your donation of \$250, we will put a background color around the name, location, and description of BOTH your directory and website listing. Additionally, you will be listed on our website as a “premier retailer”.

Examples of Highlighted Website & Directory Listing

WHERE TO SHOP

Filter by Category Filter By Location

10 GROVE
DESCRIPTION ▼
P.O. Box 880
New York, New York 10013
917.935.4595
<http://www.10Grove.com>

7 For All Mankind
DESCRIPTION ▼
5085 Westheimer Rd. Ste. #A2330
Houston, Texas 77056
713.552.1781

à bientôt
DESCRIPTION ▼
2501 River Oaks Blvd.
Houston, Texas 77019
713.523.3997
<http://www.shopabientot.com>

AB Modern
DESCRIPTION ▼
2800 Kirby Dr. Ste. #A-210
Houston, Texas 77098
713.630.8500
<http://www.abmodern.com>

Abejas Boutique
DESCRIPTION ▼
2517 South Blvd.
Houston, Texas 77098
713.522.3025
<http://www.abejasboutique.com>

The Accessory Place
DESCRIPTION ▼
12850 Memorial Dr. Ste. #1500
Houston, Texas 77024
713.467.2106
<http://www.acplace.net>

Adara Medical Spa
DESCRIPTION ▼
1401 Binz St. Ste. #250
Houston, Texas 77004
713.766.3638
<http://www.adarahouston.com>

Adelaide's Boutique – Clear Lake
DESCRIPTION ▼
14870 Space Center Blvd. Ste. #A1
Houston, Texas 77062
281.280.0772
<http://www.shopadelaides.com>

Adelaide's Boutique – League City
DESCRIPTION ▼
6011 West Main St. Ste. #B104
League City, Texas 77573
281.525.4110
<http://www.shopadelaides.com>

AG Jeans
DESCRIPTION ▼
5115 Westheimer Rd. Ste. #C2575
Houston, Texas 77056
281.974.4216

Al's Handmade Boots
DESCRIPTION ▼
2323 Fannin St.
Houston, Texas 77002
832.488.3000
<http://alshandmadeboots.com>

Alchemia
DESCRIPTION ▼
3201 Westheimer Rd.
Houston, Texas 77098
832.491.0402
<http://www.alchemiastyle.com>

THE HEIGHTS

AMAZING LASH STUDIO SAWYER HEIGHTS
1923 Taylor St. Ste. #C
281.299.3377
Comfortable Lightweight eyelash extensions that feel so natural you forget you have them on. Valid for 20% off retail products and lash refills. Exclusions: Prepaid services and Master Stylist fee.

THE AMISH CRAFTSMAN
5555 Washington Ave. Ste. #M
@ TC Jester Blvd.
713.862.3444
The Amish Craftsman: renown for world-class Amish furniture that's made to order - to fit your home and change your life. See store for exclusions.

BIG BLUE WHALE TOYS
237 W. 19th St.
832.623.6990
A traditional toy store that carries unique and hard to find toys.

CODA
355 W. 19th St.
713.864.4411
Gifts, home décor, wine and collegiate items, accent furniture. Exclusions: Special orders and gift certificates.

FAVOR THE KIND

642 Yale St. Ste. #C
281.671.7470
A home, gift, and apparel boutique that strives to spread the joy of the kind life. Exclusions: Vintage and antique items.

FIELD & TIDES

705 E 11th St.
713.861.6143
Field & Tides, located in Houston's historic Heights neighborhood is open daily for lunch, dinner and weekend brunch. Cardholders receive a complimentary dessert with the purchase of an entree during lunch and dinner.

THE IMPECCABLE PIG - HEIGHTS

714 Yale St. Ste. #1D
832.623.7187
Women's contemporary clothing, accessory and gift boutique.

ITOUCH DIAMONDS

3310 Katy Fwy. Ste. #360
832.982.0606
Exclusions: Loose Diamonds

JARDIN DE FRANCE

4819 Blossom St.
832.746.8606
French antiques, decor and plants for the home and patio!

Take advantage of this offer by completing the form below and submitting your payment along with The Holiday Shopping Card Merchant Agreement. If you have any questions, please feel free to call us at 713.266.2205.

Store Name, Addresses, and Location(s) to be highlighted (\$250 per listing)

YES! I would like _____ listing(s) at \$250 each and have enclosed my total payment of \$ _____

Payment Information

Check #: _____
(payable to American Cancer Society)

Charge: MC VISA Amex DISC

Card #: _____ Exp. Date: _____/_____/_____

Print Name: _____ Signature: _____ Today's Date: _____/_____/_____



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