



Dear Valued Retailer:

This has been a challenging time particularly for 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 location.

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

Merchants sell The Holiday Shopping Card for a \$75 minimum donation to American Cancer Society and offer a 20% discount on regular-priced merchandise (exclusions may apply) at their place of business during our 11-day event. Once purchased, the card is accepted at over 575 participating retailers and restaurants. Just prior to the event, a Victory member will deliver the cards as well as promotional material directly to your location and there are no minimum card sales required.

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 Merchant 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 enclosed form. Please complete the Highlighting form online or complete the enclosed form and return with your Merchant Agreement.

SKU Processing May be for You

You can reduce your paperwork by opting to process The Holiday Shopping Card sales using an SKU through your register. Please complete the [Online SKU Agreement](#) or complete the enclosed form and return along with your Merchant Agreement.

If you have already joined us, **Thank You!** 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 become part of the team 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





MERCHANT PARTICIPATION AGREEMENT

THE 2020 HOLIDAY SHOPPING CARD

Benefiting the American Cancer Society

October 22 - November 1, 2020

Final Contract Deadline: July 1, 2020

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/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 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 | |

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.



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MERCHANT PARTICIPATION AGREEMENT

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

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 2020 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 2020 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 22 through Sunday, November 1, 2020** at all of our participating locations and may be made 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 22 to November 1, 2020 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

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 2020 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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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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SKU SALES AGREEMENT THE 2020 HOLIDAY SHOPPING CARD October 22 – November 1, 2020

As a consideration for processing Holiday Shopping Card sales, we offer the ability to use SKU processing.

This process will help keep sensitive customer information, including credit card information, secure and removes the possibility of sales associates writing and collecting incorrect information.

Merchant Participant SKU Process Requirements

- Participant agrees to set up a non-merchandise SKU titled “The Holiday Shopping Card” to prompt associates to input the \$75 sale amount of The Card. The Holiday Shopping Card sales will be processed through the Retailer’s point of sale system.
- “The Holiday Shopping Card” and the \$75 charge will appear as a line item on purchaser’s receipt, EXCLUDING sales tax.
- Participant will use this SKU to process all Holiday Shopping Card sales and any donations above the \$75 amount.
- Participant is responsible for credit card processing/handling fees.
- Participant agrees to remit a report detailing all Holiday Shopping Card sales and payment for total funds collected through the Retailer’s point of sale system to the American Cancer Society c/o The Holiday Shopping Card within 30 days of the event completion.
- A volunteer will pick-up all unsold Holiday Shopping Cards and marketing materials beginning the week of November 2, 2020.

Final Payment of Total Donations to the American Cancer Society

- At the end of The Holiday Shopping Card program (Sunday, November 1, 2020), a total will be calculated by **Merchant’s** accounting department for all payments made to The Holiday Shopping Card SKU, in each participating **Merchant** store.
- **Within 30 days of the program’s completion**, a check will be issued by **Merchant** to the American Cancer Society for the total amount of SKU Card sales and any additional donations, and the check will be sent to the American Cancer Society c/o The Holiday Shopping Card.
- **Merchant** will also supply the American Cancer Society a detailed report showing the number of Cards sold. This report will be cross referenced with the number of Holiday Shopping Cards that **Merchant** received to ensure that all sold and unsold Cards are accounted for.

Store Name: _____

Location(s): _____

Name: _____ Title: _____

Signature: _____ Date: _____

Return completed agreement by fax, mail or scanned copy via e-mail by July 1, 2020.



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