

THE 2021 HOLIDAY SHOPPING CARD

One of Houston's premier fall fundraising events for the past 24 years, raising over \$17.9 million for the American Cancer Society

Presented By: VICTORY, a fundraising arm of the American Cancer Society

Event Dates: October 21 through October 31, 2021

2021 Goal: \$650,000

2020 Funds Raised: \$550,000

2019 Funds Raised: \$782,000

FAST FACTS

Card Cost: \$75 minimum donation. 100% of the donation benefits American Cancer Society.

Where Sold: Online and at participating retailers

Cards Sold: Over 8000 ANNUALLY

Merchant Offer: Receive 20% off Regular-Priced Merchandise at over 575 retailers. Free appetizer or dessert at participating restaurants.

MERCHANT PARTICIPANT BENEFITS

The Holiday Shopping Card event is designed to drive sales to your store, build your customer database as well as give back to the community via the American Cancer Society.

Store website listing which includes a link to your website

Store name listed in **20,000** Merchant Marketing Brochures

Store information featured in **12,000** Holiday Shopping Card directories

All point-of-sale marketing materials, including posters and table tents, will be provided to retailers

Social Media and cross-promotional opportunities

Use of The Holiday Shopping Card logo to promote to your customers

CONTACT US

Office: 713.266.2205

Email: holidayshoppingcardhouston@cancer.org

Website: www.holidayshoppingcard.com

Social Media: @hschouston

Mailing Address: P.O. Box 631661, Houston, TX 77263

SHOP LOCAL. SAVE MONEY. SAVE LIVES.

American Cancer Society/VICTORY

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

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