



**PATNERS SHOPPING EVENT**  
**PARTNERS PROCESS**

**All Partners:** Be very proud of your support in the fight against cancer. Your participation is critical and greatly appreciated.

**If you are selling cards:**

May - sign the contract, which includes how your ads should read

Mid-October - a route manager will deliver all your materials:

    window poster, acrylic stand with marketing materials, the cards with store directories for you to sell, directions for selling cards and collecting the money, and easy talking points to help your staff understand this event.

Oct 20-29 - give a 20% discount to customers showing the card

Oct 30 - all materials and money go in the original box for pick up.

**If you are participating but not selling cards:**

May - sign the contract, which includes how your ads should read

Mid-Oct - display the posters that your route manager will deliver

Oct 20-29 - give a 20% discount to customers showing the card

Oct 30 - discard the promotional materials

**Note:** If you have any limitations on the discount, such as layaways, sale items, alcohol, etc, please note these in your ad material for the store directory.

***THANK YOU!!!!!!!!!!!!***