



2027 Shop With Heart Card

Retail Participation Agreement

Presented by the Houston Go Red for Women, benefitting the American Heart Association

FRIDAY, APRIL 23 - SUNDAY, MAY 2, 2027



We invite you to participate in the **2027 Shop With Heart Card** event!
Houston's Premier Spring Shopping & Dining fundraising event.

Store Information: (Each store location is required to complete an agreement. Please use ALL CAPITAL LETTERS.)

Local Store Name (as shown in printed materials): _____

Address (as shown 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: _____

Business Listing Description: Provide a **20-word description** (max) of store merchandise, **noting exclusions**, as it should appear in *Shop With Heart Card* (SWHC) materials. ***Shop With Heart Card* reserves the right to make final edits.**

Description: _____

Exclusion(s): _____

Shopping Area:

Please **mark** the shopping area below that best describes your business location. (Each store will be listed under 1 location)

- | | | | |
|---|--|---|--|
| ☐ 1960 Area/Champions Vintage Park | ☐ Heights Area/Washington Ave | ☐ Northwest Houston/Cypress | ☐ Tanglewood/Briargrove Area |
| ☐ Bay Area/Pearland | ☐ Highland Village | ☐ Post Oak/San Felipe | ☐ Town & Country |
| ☐ Bellaire/Meyerland Area | ☐ Highland Village Area | ☐ Rice Village/West University | ☐ Uptown Park |
| ☐ Central Houston/Montrose Area | ☐ Humble | ☐ River Oaks Area/Upper Kirby | ☐ ARRIVE at River Oaks |
| ☐ CITYCENTRE | ☐ Katy Area/Fulshear | ☐ River Oaks District | ☐ Westheimer/Fountain View |
| ☐ The Galleria | ☐ League City/Galveston | ☐ River Oaks Shopping Center | ☐ The Woodlands/Market Street |
| ☐ The Galleria Area | ☐ Memorial/West Houston | ☐ Sugar Land/Fort Bend County | ☐ The Woodlands/Montgomery County |
| | | | ☐ Woodway/Voss |

Business Category Listing:

Please indicate your **first**, **second**, and **third** category choices for listing purposes.

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

Selling Shop With Heart Cards:

We accept the following payment methods (below) for Card sales. Please select which you prefer to use.

☐ **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 efficiently manage Card sales (see back page for SKU process requirements).

☐ **QR Code Sales Process:** Participants agree to direct customers to purchase the Shop With Heart Card via the printed QR code or at shophouston.heart.org. After payment, customers may use the digital card or receive a SWHC booklet.

BENEFITS

- Store name featured in the Shop With Heart Card directory and on website through May 2027
- All point-of-sale marketing materials, including posters and brochures, will be provided
- Social Media & Cross-Promotional Opportunities
- Mention in digital marketing communications promoting the Shop With Heart Card

RETAIL PARTICIPANT TERMS AND CONDITIONS

This signed agreement confirms your 2027 *Shop With Heart Card* participation and acceptance of the terms and conditions below:

Signature _____ Date _____

- We acknowledge that AHA retains all proceeds from SWHC sales.
- Participation includes selling or purchasing two (2), \$75 *Shop With Heart Cards* or submission of a \$150 participation fee if not selling cards on-site, to support the overall card sales benefitting the American Heart Association. Select below:
Participant agrees to: ☐ Purchase 2 Shop with Heart Cards ☐ Donate \$150 ☐ Sell 2+ Shop with Heart Cards
- We are responsible for all cards sold, lost, or stolen. Each card is valued at \$75. A volunteer will contact you regarding any unsold or unused *Shop With Heart Cards* or materials by May 18, 2027.
- We agree to sell and promote the *Shop With Heart Card* during the 10-day fundraising event from Friday April 23, through Sunday, May 2, 2027. This includes displaying provided materials: posters, brochures, and other marketing items.
- We understand the *Shop With Heart Card* is non-transferable, and we will request **photo identification** to ensure only the person whose name appears on the materials, is using the Card.
- We agree to advise all store personnel of these conditions and to promote the sale of Cards.
- We agree **not** to run a store-wide promotional discount on regular priced merchandise where the discount nullifies or competes with the *Shop With Heart Card* discount during the 10-day fundraising event.
- We agree to honor the **20% discount** on all regularly priced store merchandise for *Shop With Heart Card* holders unless the merchant is under a contractual agreement prohibiting such a discount on specific merchandise.
- The *Shop With Heart Card* 20% discount **cannot** be combined with other offers and does not apply to: sale items, gift certificates/cards, layaway payments, online purchases, previous purchases, special orders, or restricted merchandise.
- All exclusions, if any, are noted on the front of this *Shop With Heart Card* Participation Agreement.
- Lost or stolen *Shop With Heart Cards* will not be replaced, and we understand the American Heart Association and Heart Guild of Houston will not replace lost or stolen Cards.

RESTAURANT GUIDELINES

- With the purchase of an entree, customer will receive a complimentary appetizer or dessert from the restaurant's offered choices.
- Restaurants may exclude specific menu items and/or limit the offer to a designated dish (perhaps a special "heart" offering).
- Restaurants agree to honor the offering during the scheduled event dates and times. Individual merchant restrictions may apply.
- One special offering per SWH card present; offer limited to a maximum of two (2) complimentary items per table.
- Restaurants agree to display event marketing materials in a visible location throughout the 10-day event (poster, table tent, with QR code).
- **Encourage: online sales of 2+ cards, or consider making a \$150 event donation.**
- Restaurants receive credit when patrons purchase cards online or via the event QR code and note their location.

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.**
- Receipts will show "Shop With Heart Card" and the \$75 charge, excluding tax.
- Participant is responsible for credit card processing/handling fees.
- Participant agrees to remit a report detailing all *Shop With Heart Card* sales and payment for total funds collected through the retailer's point-of sale system to the American Heart Association by June 10, 2027.
- A volunteer will contact you regarding any unsold or unused *Shop With Heart Cards* or materials by May 18, 2027.

Submit the completed Participation Agreement by US Mail or email by **March 25, 2027** to the email address below.

Participant names will be included in all marketing materials upon receipt of this completed form.

Questions? Contact Melody Torno, Development Director - Shop With Heart Card:

Melody.Torno@heart.org | shophouston.heart.org

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

