



# 2022 SHOP WITH HEART CARD

## Retail Participation Agreement

Presented by the Heart Guild of Houston, benefiting the American Heart Association

Friday, April 22 - Sunday, May 1, 2022



We invite you to participate in the **2022 Shop With Heart Card**, Houston's premier spring shopping and dining fundraising event.

**Store Information:** (Complete a merchant agreement for each participating store location)

Local Store Name (as it will be listed in printed materials): \_\_\_\_\_

Address (as it will be listed 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: \_\_\_\_\_

1. **Business Listing Description:** Please provide below a maximum **20-word description** of store merchandise, **noting exclusions**, as it should be listed in the Shop With Heart Card. **The Heart Guild/The Shop With Heart Card reserves the right to edit final wording.**

Description: \_\_\_\_\_

Exclusion: \_\_\_\_\_

### Agreement Due Date: March 1, 2022

2. **Shopping Area:** Please list the shopping area below that best describes where your business is located. (each store will be listed under **ONE** 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	Katy Area/Fulshear	River Oaks Area/Upper Kirby	WEST AVE at River Oaks
CITYCENTRE	Kingwood/Northeast Houston	River Oaks District	Westheimer/Fountain View
The Galleria	Market Street / The Woodlands	River Oaks Shopping Center	The Woodlands / Montgomery County
The Galleria Area	Memorial/West Houston	Sugar Land / Fort Bend County	Woodway/Voss

3. **Business Category Listing:** Please list the categories below in which you wish to be listed under (list a **maximum of 3 business categories**).

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

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

4. **Sell Shop With Heart Cards:**

We ask that each store consider the SKU Card Sales process as it secures that funds are collected when the purchaser receives the card and benefits and a seamless transition transaction at the end of the event. 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 (see back page for SKU process requirements).

**Manual Card Sales Process:** Participant agrees to complete the Shop With Heart 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 10-day event.

*See Terms & Conditions on Reverse Side*

## RETAIL PARTICIPANT BENEFITS

Participant will enjoy a host of benefits for participating in the 2022 Shop With Heart Card fundraising event, benefiting the American Heart Association:

- Participant's name featured on the Shop With Heart Card website.
- All point-of-sale marketing materials, including posters and brochures, will be provided to participating retailers.
- Social media and cross-promotional opportunities.
- Mention in digital marketing communications promoting the Shop With Heart Card.

## RETAIL PARTICIPANT TERMS AND CONDITIONS

This signed agreement confirms our participation in the 2022 Shop With Heart Card fundraising event and acknowledges our agreement to the terms and conditions stated below.

- We acknowledge that AHA retains all proceeds from the sale of the card.
- We are financially responsible for all cards sold, missing, lost or stolen cards. Each card has a cash value of \$50. All unused Cards must be returned to the American Heart Association no later than May 31, 2022.
- We agree to sell and promote the Shop With Heart Card during the 10-day fundraising event from Friday, April 22 through Sunday, May 1, 2022. Including displaying materials provided: posters, brochures, and other marketing items.
- We will not accept credit cards or checks from Card purchasers outside of the USA - Cash only.
- We understand the Shop With Heart Card is non-transferable and we will request photo identification to ensure only the person whose name and signature appears on the Card, is using the Card.
- We agree to advise all store personnel of these conditions and to promote the sale of Cards.
- We agree to not run a store-wide promotional discount on regular priced merchandise where the discount competes with the Shop With Heart Card discount during the 10-day fundraising event.
- We will honor the 20% discount on all regular priced store merchandise for Shop With Heart Card holders unless merchant is under a contractual agreement that prohibits such discount on specific merchandise.
- We are not required to honor the Shop With Heart Card 20% discount on: sale merchandise; gift certificates/cards; layaway payments; online purchases; previously purchased merchandise; special orders; restricted merchandise. Card is not valid with any other offer.
- We have noted all exclusions, if any, on the front of this Shop With Heart Card Participation Agreement.
- We will not replace lost or stolen Shop With Heart Cards, and we understand the American Heart Association and Heart Guild of Houston will not replace lost or stolen Cards.

## 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.
- "Shop With Heart Card" and the \$50 charge will appear as a line item on purchaser's receipt, excluding sales tax.
- Participant is responsible for credit card processing/handling fees.
- Participant agrees to collect Shop With Heart Card purchaser information using the Customer Information Cards provided by the American Heart Association.
- Participant agrees to remit a report detailing all Shop With Heart Card sales, payment for total funds collected through the Retailer's point of sale system and all completed Customer Information Cards to the American Heart Association within 30 days of the event completion.
- A volunteer will pick-up all unsold Shop With Heart Cards and marketing materials beginning the week of May 2, 2022.

**Return completed Participation Agreement through email by **March 1, 2022** to the information listed below. Do not delay! Once agreement is received, Participant's name will be included in all marketing materials per outlined benefits above.**

**You may also take a picture and text to the contact information below.**

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