



2023 Shop With Heart Card

Retail Participation Agreement

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

Friday, April 21-Sunday, April 30, 2023



We invite you to participate in the **2023 Shop With Heart Card**, Houston's Premier Spring Shopping & Dining fundraising event.

Store Information: (Complete an agreement for each store location)

Local Store Name (as it will appear in printed materials): _____

Address (as it will appear 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: 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: _____

Shopping Area:

Please list the shopping area below that best describes where your business is located. (Each store will be listed under 1 location)

- | | | | |
|----------------------------------|-------------------------------|-------------------------------|-----------------------------------|
| 1960 Area/Champions Vintage Park | Heights Area/Washington Ave | Northwest Houston/Cypress | Tanglewood/Briar Grove 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 |

Business Category Listing: Please designate your first, second, and third category choices for listing purposes.

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

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 processing 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. Printed materials will include remitted virtually.

**Preferred Method of Sales
See Terms & Conditions on Reverse Side*

Benefits

- Top four (4) stores in Card sales will be awarded two (2) VIP Tickets to our 2023 Go Red for Women Celebration on May 12, 2023 at the Post Oak Hotel
- Store name featured on the Shop With Heart Card website & directory
- All point-of-sale marketing materials, including posters and brochures, will be provided
- Social Media & Cross-Promotional Opportunities
- Mention in digital marketing communications promotion the Shop With Heart Card

RETAIL PARTICIPANT TERMS AND CONDITIONS

This signed agreement confirms our participation in the 2023 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, 2023.
- We agree to sell and promote the Shop With Heart Card during the 10-day fundraising event from Friday, April 21 through Sunday, April 30, 2023. 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 1, 2023.

Return completed Participation Agreement through email by February 14, 2023 to the party listed below. Once agreement is received, Participant's name will be included in all marketing materials per outlined benefits above.

Please contact Amy Jo Freeze, Go Red for Women Development Director, with any questions:

(M) 281.505.8798 | AmyJo.Freeze@heart.org | shophouston.heart.org

Go Red for Women | 10060 Buffalo Speedway | Houston, TX 77054

