



June 5, 2016

Dear Local Retailer:

Junior League of Mobile (JLM) would like to invite you to participate in the 8th annual **BluePass** charity shopping event fundraiser! Last year, more than **250** merchants took advantage of BluePass, and we are striving to increase participation in Mobile and Baldwin counties for fall 2016. With the purchase of a BluePass, shoppers will enjoy a 20% discount at participating Mobile and Baldwin County retailers from Friday, October 14th to Sunday, October 23rd, 2016.

JLM, the 13th largest Junior League in the world, has been serving the needs of the Mobile community through volunteer support *and* financial assistance since 1931. The **BluePass** fundraiser is part of the financial assistance JLM provides to 18 non-profit agencies and 36 programs in Mobile and Baldwin Counties. The proceeds from the sale of passes will help fund various projects that our mission supports. Please review the enclosed JLM Fact Sheet to find out more about JLM's impact in the community.

How does **BluePass** work?

- Shoppers purchase a pass for \$30 through JLM, online, or at select participating merchants.
- Pass holders receive a 20% discount at participating businesses during the designated shopping period scheduled for October 14th-23rd, 2016. Participating businesses may choose to honor the 20% discount outside of the designated shopping period at their discretion. Passes are non-transferable.
- Participating businesses may limit/exclude specific items from the discount during the event. We encourage merchants to customize this discount to best fit their businesses. Exclusions must be established and communicated to JLM upon executing the attached agreement.
- A merchant handbook, including the business's name, contact information, and exclusions will be published on the JLM website and available for download.

What is the benefit to participating retailers?

- **BluePass** targets over 1,600 JLM members through internal media and the Mobile and Baldwin County communities as a whole through print exposure.
- Participating merchants have no cost to participate; your only commitment is to honor the 20% discount to BluePass holders during the discounted shopping event. Enhanced exposure is available through our paid sponsorship opportunities.
- Retailers will be helping support JLM with their long tradition of giving back to the community.

To apply for participation in the 2016 fundraiser, please complete and return the enclosed agreement to your BluePass liaison or directly to Junior League of Mobile by August 31, 2016. You may also complete your application and agreement online by visiting the BluePass Fundraiser tab on our website, www.juniorleaguemobile.org.

Sincerely,

Abby Slaton

JLM BluePass Chair 2016

Volunteers Dedicated to The Gulf Coast Since 1931

JUNIOR LEAGUE OF MOBILE, INC.

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