



June 10, 2017

Dear Local Retailer:

Junior League of Mobile (JLM) would like to invite you to participate in the 9th annual **BluePass** charity shopping event fundraiser! Last year, more than 200 merchants took advantage of **BluePass**, and we are striving to increase participation in Mobile and Baldwin Counties for Fall 2017. With the purchase of a **BluePass**, shoppers will receive a 20% discount at participating retailers from Friday, October 13th to Sunday, October 22nd.

JLM has been serving the needs of the community through volunteer support and financial assistance since 1931. The **BluePass** fundraiser is integral in raising funds used for financial assistance that JLM provides to 20 community projects/programs and 11 partner agencies in Mobile and Baldwin Counties. The proceeds from the sale of passes and merchant sponsorships will help fund various projects supporting our current focus area of Healthy Children: Hunger, Nutrition, and Fitness.

How does **BluePass** work?

- ✓ Shoppers purchase a pass for \$30 through JLM, online, or at select participating merchants.
- ✓ **BluePass** holders receive a 20% discount from participating merchants during the designated shopping period. Participating merchants may choose to honor the 20% discount outside of the designated shopping period at their discretion. Passes are non-transferrable.
- ✓ Participating merchants may limit/exclude specific items from the discount during the event. We encourage merchants to customize the discount to best fit their business. Exclusions may be established and communicated to JLM upon executing 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 merchants?

- ✓ **BluePass** targets over 1,600 JLM members internally as well as community members externally through a targeted print, radio, TV, and online marketing campaign.
- ✓ Participating merchants have no cost to participate; your only commitment is to honor the 20% discount to **BluePass** holders throughout the discounted shopping event. Enhanced exposure is available through our paid sponsorship opportunities.
- ✓ Merchants will be helping support JLM with their long tradition of giving back to the community.

To apply for participation in the 2017 fundraiser, please complete and return the enclosed agreement to your **BluePass** liaison or directly to the Junior League of Mobile by July 21, 2017. You may complete your merchant application online by visiting the **BluePass** Fundraiser page on our website, [www.JLMBluePass.org](http://www.JLMBluePass.org).

Sincerely,

Jessica James

JLM **BluePass** Chair 2017

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**JUNIOR LEAGUE OF MOBILE, INC.**

57 NORTH SAGE AVENUE • MOBILE, ALABAMA 36607-2608 251-471-3348 • FAX: 251.471.3340

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## BluePass Merchant Benefits

*Expose your business to over 1,600 members of the Junior League of Mobile, along with shoppers throughout Mobile and Baldwin County while developing funds that impact your community.*

Participating merchants benefit from Junior League of Mobile's internal and external marketing and advertising as we promote [BluePass](#). We hope you will join us for our 9th annual [BluePass](#) charity shopping event!

### Complimentary Merchant Exposure

- Business name, listed alphabetically by geographic location, and contact information listed in the [BluePass](#) merchant handbook available to download on the Junior League of Mobile (JLM) website.
- Business name listed on the [BluePass](#) marketing materials, including store front poster and countertop display.
- Business name listed on JLM's website, under the [BluePass](#) fundraiser section, with a link to your company website and/or social media site.
- Business name listed in the holiday issue of JLM's magazine, **Folio**. (Completed contracts must be received by July 21, 2017 to be included.)
- Business name listed in the special [BluePass](#) edition of JLM's email newsletter sent to over 1,500 actives and sustainers. (Completed contracts must be received by July 21, 2017 to be included.)

### \$100 Sponsorship Opportunity

- Enhanced listing, including business logo, in the merchant handbook available to download on the Junior League of Mobile (JLM) website. Shopping guides, complete with all retailer information, are also made available to everyone who purchases a pass.
- Business logo and business name listed on the [BluePass](#) marketing materials, including store front poster and countertop display.
- Business logo and business name listed on JLM's website, under the [BluePass](#) fundraiser section, with a link to your company website and/or social media site.
- Opportunity to display your business information and/or items for sale by your business at the August and September JLM general membership meetings, each attended by more than 400 members.
- Opportunity to display one item for sale by your business on the local news segments when JLM is featured.
- Featured on one of JLM's social media pages as participating merchant for one day leading up to or during the [BluePass](#) shopping dates. (Date is at the discretion of JLM).
- Opportunity to be highlighted on JLM's Pinterest page.
- Opportunity to serve as a host site for the October JLM general membership meeting held at sponsor locations.

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## BluePass Policies

- All policies are honored at the individual store's discretion.
- The BluePass discount is for Pass holders only and applies to purchases during the event dates only.
- The BluePass discount entitles the holder to a 20% discount during the specified shopping dates of Friday, October 13- 22, 2017.
- The BluePass discount does not apply to any purchases made prior to the event dates.
- Sale merchandise, special orders and gift certificates are not honored with the BluePass discount.
- Only the BluePass holder may use the pass for discounts and it must be presented at the time of purchase.
- The BluePass discount is not valid with any other offer unless specified and approved by the retailer.
- Exceptions and exclusions apply as stated in the shopping guide. A copy of the guide is available online at [www.JLMBluePass.org](http://www.JLMBluePass.org).
- The BluePass is non-transferable, non-replaceable and non-refundable.
- I agree to advise all store personnel of this arrangement, to encourage promotion training and to promote the purchase of the Pass.
- I acknowledge that JLM retains all proceeds from the sale of the BluePass.

I, \_\_\_\_\_, on behalf of \_\_\_\_\_, have read all materials in this document and agree to abide by the rules and regulations set forth in the document and the BluePass guidelines.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please retain a copy of this contract for your records. Please return by **July 21, 2017**.

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## BluePass Merchant Application and Contract

**Deadline: July 21, 2017**

*Please retain a copy for your files. This contract confirms your participation in the 2017 JLM BluePass charity shopping fundraiser benefiting Junior League of Mobile (JLM). You agree to offer a 20% storewide discount off purchases to all holders of the 2017 BluePass during the event dates of October 13- 22, 2017, with the exception of those exclusions listed below. You also agree that JLM may use your business name in any advertising and marketing printed material associated with the event.*

### **Shopping Guide Information**

**Please print exactly as you would like it to be printed:**

Retail Name \_\_\_\_\_

Retail Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Facebook Page \_\_\_\_\_ Website \_\_\_\_\_

Pinterest Page \_\_\_\_\_ Twitter \_\_\_\_\_

Describe Type of Business in less than 5 words \_\_\_\_\_

Area of Town \_\_\_\_\_

Number of Participating Locations \_\_\_\_\_ if more than 1, please complete page 5.

EXCLUSIONS, if any, MUST BE LISTED HERE:

\_\_\_\_\_  
\_\_\_\_\_

\*Please note that sale merchandise, special orders and gift certificates are not honored with the BluePass discount.

**For Junior League Use Only (will not be printed):**

Retail Contact Person \_\_\_\_\_ Phone Number \_\_\_\_\_

Corporate Contact (if any) \_\_\_\_\_ Corporate Phone \_\_\_\_\_

Email \_\_\_\_\_

Please check the best method for contacting you: \_\_\_\_\_ Email \_\_\_\_\_ Telephone \_\_\_\_\_ US Mail \_\_\_\_\_

\_\_\_\_\_ Please check here if you agree to promote and sell the BluePass to your customers. You agree to be responsible for funds received from Pass sales and unsold Passes until collected by a JLM representative.

\_\_\_\_\_ Please check here if you would be willing to participate in or have a special event the week prior to or during the BluePass period. We will list events on our website. These events could be preview events, extra deals, demonstrations, special hours, etc. We will limit to one event at same time on first come first serve basis to ensure more attendees at each event. Please email [bluepass@juniorleaguemobile.org](mailto:bluepass@juniorleaguemobile.org) to discuss further.

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**BluePass** Retailers with multiple locations **MUST** submit a copy of this page  
for each participating location.

Retail Name \_\_\_\_\_

Retail Address \_\_\_\_\_

Phone Number for Shopping Guide \_\_\_\_\_

Area of town in which store is located \_\_\_\_\_

Description of store (if different from primary location) \_\_\_\_\_

\_\_\_\_\_

Website/Facebook Address for shopping guide (if different from primary location) \_\_\_\_\_

\_\_\_\_\_

Twitter Handle/Pinterest page (if different from primary location) \_\_\_\_\_

\_\_\_\_\_

Exclusions (if different from primary location) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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