



# Zane Beadles Parade Foundation **2018 PARADE PARTNERS CARD**

Shop with your ❤️ Save a ton!



## **2018 Parade Partners Card Program Toolkit**

- Helpful Checklists, Timeline and Guidelines for the Parade Partners Card (PPC) Program
- Event Posters for your storefront windows
- PPC Sales Forms for each PPC sale (if applicable)
- Reconciliation Form that accounts for sold and unsold cards (if applicable)
- PPC Brochures
- PPC Bag Stuffers
- Sample email blast you will receive that should be distributed to your internal lists by October 1<sup>st</sup>

**MORE CARD SALES = MORE SHOPPERS = MORE SALES**



## ZBPF, PPC & Where the Money Goes

### About the Zane Beadles Parade Foundation

In 2013, Zane Beadles, then Denver Bronco Offensive Lineman, founded Zane Beadles Parade Foundation (ZBPF). Based in Denver, the 501(c)(3) nonprofit organization supports the journey of young people going through life-changing medical experiences, and focuses on giving the gifts of fun, excitement and joy to pediatric patients and their families.

Studies show positive experiences improve a patient's quality of life, stress level and recovery. ZBPF is proud to share that in the first five years of its existence, the Foundation has provided more than 3,500 Greatest Gifts that have brought a sense of normalcy and happiness to more than 6,000 families.

### About the Parade Partners Card Program (PPC)

The Parade Partners Card is the signature fundraiser of ZBPF in the greater Denver and surrounding areas. It is a partnership with retailers, restaurants, sponsors and shoppers. This is our 3rd Annual PPC Program, and ZBPF needs YOUR help to reach our goal of selling 1,500 cards. Each store is asked to sell a minimum of 10 cards in order to help us reach our goal and impact the lives of young pediatric patients fighting for their lives.

- PPC is a 20% discount card shoppers use at 150+ participating retailers and restaurants for a 10-day shopping period, October 26 – November 4, 2018.
- The card purchase price is \$60.
- Cards are available for purchase online at [zanesparade.org](http://zanesparade.org), or in person at a participating retailer through November 4, 2018.
- Participating retailers and restaurants are listed online and in the PPC Brochure. (exclusions may apply)

**100% of proceeds from the PPC Program fund ZBPF programs in our community.**

### Community Impact & Beneficiaries of the PPC Program

#### Brent's Place

100% of proceeds raised from PPC 2016 and 2017 helped us reach one of our major goals – building ZBPF Sports Court at Brent's Place. Annually, the 150-175 families staying at Brent's Place enjoy our Sports Court shooting hoops and playing foursquare. It provides much needed respite during one of the most difficult times in their lives.

#### Zane's Zone

Through our organizational evolution and increased capacity, ZBPF has realized there is a growing need for greater support of our families during their hospital stays. For 2018, one of our top goals is to create our first Zane's Zone, an interactive room at Rocky Mountain Hospital for Children. This procedure-free zone will alleviate the isolation of a hospital room and replace it with a space in which the connection to family and friends is enhanced. It will also provide parents with a quiet place to work, making it easier for them to spend more time with their child while in the hospital. Through Zane's Zone, we are creating a true community of support; a space in which these families are provided with resources and programming ... a zone in which young patients can forget their worries for a little while and just be kids!



## Parade Partners Card Program Benefits

### Benefits for Retailers & Restaurants Participating in the PPC

- The PPC is a great way to boost traffic to your store right before the holiday rush while supporting a great cause!
- Retailers who have a history of participating in the PPC Program and followed the recommended guidelines, have exceeded their daily sales goals and demonstrated a sense of community involvement that proved to be significant to their customers.
- Win a Pancake Party with Zane! The retailer or restaurant that sells the most cards will win a pancake party with Zane for all its employees, spouses and significant others. It's a great team-building experience and, arguably, better than winning the Super Bowl! Each retailer and restaurant is asked to sell a minimum of 10 cards. This will jump start your chance to win the party with Zane. ZBPF will track results.

### What People are Saying About the Parade Partners Card

"It is such an honor to be a part of the Parade Partners Card program benefitting The Zane Beadles Parade Foundation this year. Our stores really enjoy participating in the program knowing it benefits such an incredible organization that helps the Denver-area community."

**- Lindsey Lott, Manager of Charitable Giving, The Container Store**

"I had a customer come in, purchase the card and \$1600 worth of merchandise. He returned a week later to purchase another \$2600 worth of merchandise."

**- Janet Wood, Manager, St Croix Cherry Creek North**

"I turned a 3k sale into a \$30k sale with a Parade Partners Card. Once the buyer found out they could save 20% they decided to purchase furniture for their entire house"

**- Nate Williams, Sales Associate, Arhaus Cherry Creek North**

"I did all my holiday shopping during the 10 days. There were so many different retailers I was able to take advantage of the 20% discount and get all the gifts I was looking for on my list. Not only was I able to contribute to a wonderful cause...I also saved so much!"

**- Jeanette M., Parade Partners Card Shopper**





## Parade Partners Card Dates & Details

### Important Dates at a Glance

- September 15-30 . . . . . Give a PPC Bag Stuffer with each receipt
- October 1 . . . . . Signage and brochures will be delivered to your location
- October 12 . . . . . Signage installed at Cherry Creek North
- October 26-November 4 . . . . . Parade Partners Card Shopping Dates
- Week of November 4 . . . . . Complete Reconciliation Form and have all materials completed and ready for pick up by your ZBPF Representative (if applicable).

### Parade Partners Card Requirements

- Merchandise cannot be discounted in advance or held for purchase before **October 26, 2018**, the first day of the PPC Program.
- PPC is not valid with any other offer unless permitted by participating business.
- PPC is non-transferable.
- PPC bearer must present digital or signed card at time of purchase. Retailers should check valid ID to discourage card sharing.
- Layaway payments are not honored under the PPC discount.
- Special orders are not subject to discount unless permitted by participating business.
- Discounts are **ONLY** valid at participating locations listed in PPC Directory and [zanesparade.org](http://zanesparade.org),
- Notify ZBPF of any product exclusions. They will be listed in the 2018 Parade Partners Card Store Directory for your location.





## Checklist, Timeline & Guidelines

### September 15 – 30

- Distribute the PPC Bag Stuffer with each purchase, either with customer's receipt or in their bag. This will encourage customers to go online and purchase a card.
  - Distributing a PPC Bag Stuffer to EVERY customer will increase your location's chances to win the Party with Zane.
  - Because the PPC Bag Stuffer directs customers to purchase a card on ZBPF's website, please be sure to tell your customer to specify your store name and location when purchasing the card online.
  - To help you with what to say when handing out a PPC Bag Stuffer, here is a SAMPLE SCRIPT:

"We'd like you to have this information about a fundraiser our store/restaurant is participating in. It supports Zane Beadles Parade Foundation. With the purchase of a Parade Partners Card, you receive a 20% discount from October 26-November 4 to shop or eat at 150+ stores and restaurants, including us. Get your holiday shopping done early while supporting a great cause!"

### October 1

- Display the ZBPF poster provided in the PPC Toolkit in the front window of your store or restaurant.
- Begin distributing the PPC Brochure that includes the Directory of participating retailers and restaurants to all who purchase the card.
- Conduct a training session to inform and coach your employees about ZBPF's PPC Program. Please let them know how the fundraiser works and give them some background on ZBPF. Practice the Sample Script above with them to help your employees become more comfortable talking about PPC with customers.
- Set a goal for how many cards you want to sell as a team or as individual employees. You may want to provide an incentive for an internal competition if your store allows for individual success or an incentive for reaching a store goal.

### October 15

- Send out the PPC email blast provided to you by ZBPF to your internal customer email list. Retailers who have a history of participating in the PPC Program have exceeded their daily sales goals and demonstrated a sense of community involvement that proved to be significant to their customers.
- Post your involvement in PPC on all your social media outlets. Tag us and add #ZBPF, #ZBPFPPC



# Checklist, Timeline & Guidelines Continued

## October 26 – November 4

- Begin giving the 20% discount to all your customers with a Parade Partners Card.
- During the 10-day discounted shopping period, ask EVERY customer, “Are you shopping with your Parade Partners Card today?”

If they say “YES,” please say, “Thank You!”

If they say “NO,” ask, “Would you like to save 20% on your purchase and support a great cause?”  
(If the shopper spends, \$300+, the card pays for itself.)

If a customer asks what PPC is, your employee will find this SAMPLE SCRIPT helpful:

“Zane Beadles is a former Denver Bronco. Since 2013, his foundation has focused on supporting the journey of young people going through life-threatening medical experiences. Funds raised through this year’s Parade Partners Card will help build a procedure-free zone, called Zane’s Zone, at Rocky Mountain Hospital for Children. If you would like to learn more about ZBPF, please visit their website, it’s on this (GIVE CUSTOMER A BROCHURE). Thank you for asking. Our store/restaurant is excited to be participating!”

## November 5

- Celebrate your successful participation in ZBPF’s PPC!
- Complete the Reconciliation Form for pick up by your ZBPF Representative by November 9th (if applicable).
- Enjoy increasing your sales while raising money for a great cause!





## Additional Information

### Connect with us on Social Media

We will post and tag participating retailers and restaurants on Twitter, Instagram, Facebook and LinkedIn. Please share our posts and let us know if you work with any Influencers and Bloggers. We would be happy to gift your Influencers/Bloggers with a complimentary card and ask them to post about their PPC shopping experience.

Help us spread the word and socialize with ZBPF!



zanesparade



@zanesparade



@ZanesParade



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Should you need assistance, additional materials, or have any questions at all, please don't hesitate to contact Julie Gart, Executive Director: [julie@zanesparade.org](mailto:julie@zanesparade.org) • 303-915-9017

**THANK YOU** for taking part in the 3rd Annual ZBPF Parade Partners Card Program!

