

Downtown Kalamazoo Restaurant Association

Annual Discount Card Program

Agreement between:

DKRA
3505 Greenleaf Boulevard
Kalamazoo, MI 49008
269.375.1193 x203

&

(selling organization)

Regarding:

Presale and/or sale of DKRA Annual Discount Cards.

Card presale sheets will be made available to selling organization upon request. These presale sheets may be used by selling "agents" of the organization to take orders and/or monies for DKRA cards. The selling organization may use these pre-orders as a foundation for determining how many cards to order, although this step is not required.

The selling organization must order cards from Anne Elias, DKRA secretary, in writing at the address above or by fax at 269.375.1346, and this correspondence must include the specific number of cards needed, rounded to 10, as well as a signature and printed name of the contact placing the order. (i.e. if the group obtains pre-orders for 14 cards, they may elect to order 10 or 20 cards, but 14 will not be provided.)

Ample time (to be determined) will be given for creation of the cards, if there is not an existing inventory of cards.

At the time that the DKRA delivers the ordered cards to the selling organization, a signature confirming receipt of said cards will be expected, as well as a check in the amount of \$5 per card. (It is understood that the organization will sell the cards at a value of \$10, keeping the \$5 profit.) This check will be held for seven days before depositing. ***In the event that the check does not clear the bank on the seventh day***, the DKRA reserves the right to a.) seek replacement funds in the form of a cashier's check, b.) collect remaining cards from the organization, and c.) seek legal assistance/take legal action in collection of said funds.

If the selling organization discovers a need for more cards, this same process must take place again. We will provide additional cards as they are available, and do not limit the number of cards that any one agency may sell.

Agreed on _____ (date)

Number of Cards ordered/received _____

Check Number _____

Signature, DKRA Representative

Signature, Selling Organization

The DKRA reserves the right to enter into sales contracts with any nonprofit and/or for profit organization in the same fashion as this agreement, with no regard to competing organizations.

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Annual Discount Card Program

The card is created for general public use, and sold by our members or nonprofit organizations. The card invites guests into our restaurants for specific discounts, which are determined by the group/individual location.

Look: It's a credit card sized item that fits into the wallet.

Idea: Each card is valued at \$10. If purchasing from a nonprofit organization, \$5 of the value is tax deductible as a donation to that organization.

Sample of the card from 2005-2006:

Front



Reverse



(actual discounts pictured here)

Color scheme and look changes per year or as determined by the DKRA



To: **Our Nonprofit Friends**

From: **Downtown Kalamazoo Restaurant Association**

3505 Greenleaf Boulevard

Kalamazoo, MI 49008

269.375.1193 x 203

Dear Friends,

It's about that time again—time for the Downtown Kalamazoo Restaurant Association (DKRA) to release the 2006-2007 discount cards. You may recall that the DKRA partners with local nonprofits to sell the cards, with a portion of the proceeds benefiting the selling organization.

Just like last year:

There will be at least 18 discounts on the card.

The card will be valid as many times as desired until it expires on April 1, 2007.

The cards will be created by the DKRA, and sold by its restaurants and our nonprofit friends. The DKRA will absorb the price of printing the card. The selling organization will sell the cards for \$10 each, and will keep \$5 of the proceeds.

If you are interested in selling the cards again this year, please give us a call at 375.1193.

We'd love to have them in your hands first!

Thanks again for partnering with the Downtown Kalamazoo Restaurant Association, where we are *building our community, one plate at a time.*

Sincerely,

Your Friends at DKRA