



Cooperative Marketing Programs

Building awareness of independent businesses in our community can be a challenge. Richard's Foodporium enjoys working with other local businesses and practitioners to spread the word about health and wellness. We provide many opportunities to create mutually beneficial relationships.

Richard's Foodporium can increase your visibility through one or more of the following projects:

- Lectures, seminars, and demonstrations
- *Richard's Rewards Business Partner Program*
- Email campaign newsletters to thousands of subscribers
- Special coupons and promotions involving both parties
- Shared website links for better web search visibility (SEO)
- In-store events
- Donations and sponsorships
- Featured *Find a Practitioner* listing on our website

Our marketing department will be happy to discuss these and other opportunities that will increase awareness of your services or brand among our customers. Staying in touch with the community and local businesses is an effective way to maintain a positive image for your organization...

Let's grOW TOGETHER!

In the following pages you will find forms that explain the programs listed above. **Please review, fill out, and fax to 941-371-0858 (Attention: Marketing)**

For additional information, please contact Cindy Ritchie:
941-377-6266 ext 5, or marketing@richardswf.com



In-store Seminars and Classes

We welcome local practitioners and health professionals to set up educational presentations in our stores about health, nutrition, and wellness. Topics are negotiable but in fairness to all and to be mutually beneficial, the following criteria must be met. The presentation must be of educational value to a consumer audience, not affiliated with any religious or political message or organization, may not feature a presenter who sells competitive products at any time or location, may not include the distribution of unauthorized materials and can not be overtly promotional. Please visit the stores where you will appear in order to tailor your lecture

Lectures are arranged with individual store managers and are subject to the approval of Richard's Marketing Department. Presentations must be finalized at least 6 weeks in advance. As time and space are limited, you are encouraged to schedule even further ahead.

One month prior to your event, please email a copy of this form to the store manager where you will appear. The information is needed for the signs & flyers that we will create to promote your appearance.

Name: _____

Organization/Practice Name: _____

Phone Number: _____ Email: _____

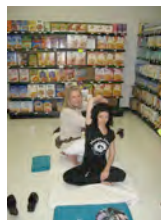
Topic of Lecture: _____

Date(s) _____ Store Location(s): _____

Lecture description/overview: _____

Brief bio/credentials: _____

Please send any photographs or artwork to:
marketing@richardswf.com





Richard's Rewards Business Partner

Participation Cost: Free

Richard's Foodporium has introduced a reward program for loyal customers. Members receive \$5 rewards for every 200 points accumulated. Other benefits of being a member include:

- Introduction to new products
- Special Gifts
- Member only events
- Special offers and discounts with Richard's Business Partners...



...That's where you come in! We would like to connect our customers to local organizations in the community who promote health and wellness. By offering a discount or one time special offer for Richard's Rewards members, you can attract new clients and spread the good word about your business!

Your business name and special offer will be posted on the Business Partner flyers we will give to customers, email campaigns, and on our website! This is a great way to connect with members of the health community who may not know about you yet! And, it's free!

If you are interested, please fill out information below which will be reviewed and subject to approval.
**Please send digital logo to marketing@richardswf.com*

Business Name:

Services offered:

Special offer or discount for Richard's Rewards Members:



Preferred Practitioner / Service Referral Program Enrollment Form

Enrollment fee: \$200 per year

The Preferred Practitioner Referral Program is on our website, www.richardsfoodporium.com. Customers will find a directory with listings of preferred practitioners in a variety of fields. The following information you provide will be listed for one year.

12 Month Listing: _____ through _____
(month/yr) (month/yr)

PRACTITIONER/SERVICE INFORMATION

Practitioner/Service Name (100 Characters max)

Practice/Service Description (1000 characters max)

Hours of operation

Address

Phone

Email and website



Community Support Guide

RICHARD'S SERVES MANY COMMUNITIES AND WE ARE HAPPY TO HELP ORGANIZATIONS IN OUR STORES' NEIGHBORHOODS. IT'S OUR MISSION TO HELP PEOPLE LIVE HEALTHIER LIVES AND WE LIKE TO BE INVOLVED WITH LIKE-MINDED ORGANIZATIONS PROMOTING WELLNESS.

WE HAVE A MONTHLY BUDGET FOR DONATIONS AND SPONSORSHIPS. DUE TO THE LARGE NUMBER OF REQUESTS WE RECEIVE, WE CANNOT FULFILL ALL REQUESTS. BEFORE CONSIDERING AN ORGANIZATION FOR A DONATION, WE ASK THAT THE FOLLOWING CRITERIA ARE MET:

- ❖ **THE ORGANIZATION MUST BE LOCATED WITHIN A 5 MILE RADIUS OF ONE OF OUR STORES. IF WE MAKE A DONATION, WE WANT TO MAKE IT EASY FOR RECIPIENTS TO SHOP AT OUR STORES.**
- ❖ **THE DONATION OR SPONSORSHIP REQUEST MUST BE GOING TOWARD ONE OR MORE OF THE FOLLOWING CAUSES (WE DO NOT DONATE TO POLITICAL OR RELIGIOUS AFFILIATED ORGANIZATIONS):**
 - **HEALTH & WELLNESS**
 - **ENVIRONMENTAL AWARENESS**
 - **HUNGER RELIEF**
 - **ORGANIC/NATURAL LIVING**
- ❖ **ALONG WITH THE REQUEST ON THE BACK OF THIS PAGE, PLEASE SUBMIT ANY OTHER RELEVANT INFORMATION ABOUT THE ORGANIZATION OR EVENT FOR CONSIDERATION.**
- ❖ **PLEASE SUBMIT A REQUEST AT LEAST 4 WEEKS IN ADVANCE BEFORE THE DONATION NEEDS TO BE PICKED UP OR MAILED. WE RESPOND TO REQUESTS IN THE ORDER WE RECEIVE THEM. WE CANNOT GUARANTEE A RESPONSE.**
- ❖ **IF YOU ARE A 501C3 NON-PROFIT ORGANIZATION, PLEASE SEND A COPY OF YOUR 501C3 LETTER FROM THE IRS WITH THE REQUEST FORM.**

PLEASE DO NOT CALL FOR DONATION REQUESTS. DONATION REQUESTS ARE ONLY CONSIDERED AND GRANTED THROUGH THE FOLLOWING REQUEST FORM AND WHEN THE ABOVE CRITERIA ARE MET. WE BELIEVE IN BUILDING BETTER AND STRONGER COMMUNITIES, BUT HAVE A LIMITED BUDGET TO ASSIST ORGANIZATIONS IN OUR NEIGHBORHOODS. ONCE YOU HAVE SUBMITTED YOUR DONATION REQUEST, WE WILL FOLLOW UP WITH YOU IF YOU ARE APPROVED.



YOUR DONATION REQUEST MUST BE SENT IN AT LEAST FOUR WEEKS IN ADVANCE. PLEASE REVIEW THE OTHER SIDE OF THIS APPLICATION AND SUBMIT FORM ONLY IF THE CRITERIA ARE MET.

TODAY'S DATE: _____ EVENT _____ DATE: _____

PICK UP DATE: _____ 501C3 # (PLEASE ATTACH): _____

ORGANIZATION _____ NAME: _____

ADDRESS: _____
—

CITY _____ STATE _____ ZIP _____
—

CONTACT NAME _____ PHONE: _____

EMAIL: _____

ORGANIZATIONAL MISSION:

EVENT DESCRIPTION (OR DONATION USE):

OF ATTENDEES EXPECTED: _____ REQUEST (CIRCLE ONE): GIFT CARD
FOOD SPONSORSHIP

HOW WILL THE DONATION BE USED?



HOW WILL YOU PROMOTE OUR COMPANY (ADS, SIGNS, ETC)?

PLEASE MAIL TO: RICHARD'S FOODPORIUM, ATTN: MARKETING · 1650 BARBER RD ·
SARASOTA, FL 34240
OR FAX TO: 941.371.0858
-OR LEAVE WITH A STORE EMPLOYEE TO BE PASSED ALONG TO OUR HEADQUARTERS

Other Co-op Marketing Opportunities

- Post a link on your website to: www.richardsfoodporium.com and we will post one to yours under our 'Richard's Friends' page. Please provide your website address, artwork or logo, and a brief caption.
- We regularly have **in-store promotional events** (example: Wheat Free Month or Healthy Heart Month themes for events), so if your business might tie into an event and you are interested in setting up a table or participating, please contact our Marketing Department for monthly promotional themes. (Space and availability is limited).
- If you are having an event, workshop, or client appreciation day, we may be able to participate! We can set up a table, provide **gift certificates** and other prizes, or provide **coupons** to pass out.
- If you want to reach our customers, but are not available to participate in events or lectures, perhaps you would like to offer a gift certificate to your place of business or services to raffle off at one of our events.



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- We welcome ideas you may have and will be happy to meet with you and/or discuss these and other co-op marketing opportunities.

**For ALL information, contact:
Marketing Department
941.377.6266 ext5
marketing@richardswf.com**