



National Alliance on Mental Illness 2019 NAMIWalks Site Recognition Program Agreement

This agreement (“Agreement”) is entered into, as of the latter executed date below, between Turnkey Promotions (hereinafter referred to as “Turnkey”), a Virginia corporation with offices located at 3310 Rosedale Avenue, Richmond, VA 23230, and The National Alliance on Mental Illness NAMIWalks Site Southern Arizona, (hereinafter referred to as “Walk Site”), with offices located at: 6122 E 22nd St Tucson, AZ 85711, for the purpose of providing an exclusively administered recognition program for the Client’s NAMI Walk events . This document and referenced documents constitute the entire Agreement. In consideration of the promises contained in this Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Synopsis of Program

- Program Duration is January 2019 through December 2019
- Recognition items will be redeemed via a direct to participant certificate delivery system with online ordering and shipment directly to participants

For a sum of \$0*, we provide the following services:

*Turnkey program underwritten by The National Alliance on Mental Illness, National Office, thus, Walk Site fees have been waived

Fundraiser Income Triggered Email Campaign (BTEC)

- Campaign is controlled and deployed by NAMI’s national office. A copy of the nationally approved messaging and schedule of deployment on behalf of Walk Site Clients will be provided by the national NAMIWalks team.

Data Submission and Certificate Distribution

- The national NAMIWalks team will submit certificate data in required Excel format after four weeks post event
- Supplied data will be used to distribute secure, personalized redemption certificates to all those with an email address or postal certificates to those with duplicate or missing email addresses
- Postal certificates will be billed at \$.50 ea + FC postage (Client supplies letterhead)
- Certificates will be active for a four week redemption period
- If data is not submitted in required Excel format, then Turnkey will provide data scrubbing services for an agreed upon fee at that time.

Recognition Items and Levels

- Participants will be eligible to redeem one item at or below the level earned.
- Items will be branded with Client logo.
- Recognition items have been pre-selected by the national NAMIWalks team.
- Specifics about the chosen recognition items, including pricing, levels, commitment quantities, deposits and sample kits, will be outlined in this agreement.

Fulfillment

- **Electronic Promotional Flier** – PDF flier of recognition items for use in BTEC messaging and other channels.
- **Redemption Web Store** – Nationally branded website for participants to use in redeeming for their Recognition Items.



National Alliance on Mental Illness 2019 NAMIWalks Site Recognition Program Agreement

- **Client Care** - Client Care monitors all redemptions including offline (phone, fax and email) redemptions, responds to inquiries (phone, fax and email), and is available via toll-free number or email.
- **Shipping** - Items will be shipped to the address provided on redemption order within ten business days of receipt of order. Shipping is via UPS Ground, USPS or similar reputable carrier of Turnkey's choice. Items are in new or original packaging.
- **Returns and Exchanges** - Defective or damaged goods will be replaced immediately. Exchanges will be accepted only on sized items (provided stock exists in the required size) and only when notified within five days of participant's receipt of the item. Shipping and handling costs for exchanges shall be covered by the participant.
- **Post Program Analysis** – National program analysis to include redeemer vs. non-redeemer comparisons and overall impact on income

Billing

- Redemptions and shipping will be invoiced by event semi-monthly.
- All other fees will be invoiced as services are provided.
- Any balance of committed or re-stocked items will be invoiced and shipped at the end of the program to the national NAMIWalks team.
- Payment terms are Net 30.

Out of Scope

Additional work not referenced in this document will be performed with Client approval as negotiated and agreed upon.

- | | |
|--|-----------------|
| <input type="checkbox"/> Senior consultant | \$300 per hour |
| <input type="checkbox"/> Junior consultant | \$150 per hour |
| <input type="checkbox"/> Graphic Artist | \$90 per hour |
| <input type="checkbox"/> Fluid BTEC data field | \$300 per field |
| <input type="checkbox"/> Fixed variable BTEC data field, in excess of four | \$150 per field |
| <input type="checkbox"/> Custom Data Analysis | \$150 per hour |
| <input type="checkbox"/> Data Scrubbing | \$90 per hour |



National Alliance on Mental Illness 2019
NAMIWalks Site Recognition Program Agreement

Product and Levels

Walk Site agrees to adhere to the 2019 product selections made by the national office, as listed below.

Recognition Item Pricing

Pricing includes services outlined in National Alliance of Mental Illness 2019 Recognition Program Agreement dated _____. Price does not include shipping to the participant.

Item #	Level	Item Description	Price	Item Color	Decoration Method	Client Logo	Decoration Location	Imprint Color(s)	Size Range
1822	\$250	Cooler Bag	\$13	Royal	Silkscreened	WalksLogoWhiteStacked	Front Center	White	N/A
18129	\$250	Striped Knit Beanie	\$16	Navy and White	Embroidered	WalksLogoBlack	Front Center	Black	N/A
1781	\$500	Active Duffel Bag	\$34	Royal/Black	Silkscreened	WalksLogoWhite	Front Pocket	White	N/A
1937U	\$1000	Full Zip Hoodie	\$39	Teal	Embroidered	WalksLogoWhiteStacked	Left Chest	White	S-2X
1771M/L	\$1500	Colorblock Soft Shell Jacket	\$54	Deep Black/True Royal	Embroidered	WalksLogoBlueStacked	Left Chest	Reflex Blue CVC	M-3X/S-2X
18004	\$2000	Hard Sided Carry-On	\$147	Silver	Silkscreened	WalksLogoBlueStacked	Centered on Front	Reflex Blue CVC	N/A

- Apparel prices apply to sizes S-XL. Add \$4 per size for upsizes.
- Embroidered item prices apply only for an embroidery tape up to 10,000 stitches. Any embroidery tapes larger than 10,000 will be priced accordingly.
- Out of stock items will be replaced with a similar item of equal or greater value as needed.
- Decorated sample kits (1 of each item through \$1,500 level) available for \$156 each. The deadline for spring events will be 01/24/2019, for fall events will be 04/05/2019.

Agreement

By signing below, I acknowledge that I understand and agree to the terms of this document and I have the authority to enter into this Agreement on behalf of my organization. Agreed to and Accepted:

Turnkey

Printed Name

Date

Title

NAMIWalks Site Executive Director or Board President

Printed Name

1/4/2019
Date

Executive Director

Title