

FUND RAISERS, LTD. BRICK COSTS

City of Foley Donor Recognition Fundraiser for Centennial Plaza Engraved Bricks



Fund Raisers, Ltd.'s Pricing - Belden City Line Pavers

Pricing includes material, engraving, filler and freight (FOB Foley, AL)

	Total Order Quantity				
	5,001 – 10,000	3,001 – 5,000	1,001 – 3,000	501 – 1,000	101-500
4" x 8" x 2 1/4"	\$18.00	\$18.25	\$18.75	\$19.00	\$19.25
8" x 8" x 2 1/4"	\$36.00	\$36.50	\$37.50	\$38.00	\$38.50

Fund Raisers, Ltd.'s Custom Pricing (projected sales 10,000+) - Belden City Line Pavers

Pricing includes material, engraving, filler and freight for shipments of 42,000 lbs. or more (full load) (approximately 5,000 4"x8"x2 1/4" pavers) to Foley, AL. Additional products and services are also included at no extra cost (see below).

	Projected Sales Quantity
	10,000+*
4" x 8" x 2 1/4"	\$16.95
8" x 8" x 2 1/4"	\$33.90

*Custom pricing is based on a sales projection of 10,000+ pavers. If 10,000+ paver sales is not reached, Fund Raisers, Ltd. agrees to honor the 10,000+ pricing for shipments of 42,000 lbs. or more (full load) (approximately 5,000 4"x8"x2 1/4" pavers). If freight costs billed to Fund Raisers increase due to circumstances out of their control; i.e., fuel charge increases or less than full truckload shipments, Fund Raisers will invoice the City of Foley for those additional increased freight costs. The following contingencies apply to this pricing:

- Use of Fund Raisers Ltd.'s light filler on Belden City Line Pavers
- Use of Fund Raisers, Ltd.'s marketing consultation services to maximize marketing efforts
- Use of Fund Raisers, Ltd.'s suggested donation levels (4x8 bricks \$75 or less and 8x8 bricks for \$145 or less) to maximize sales volume

Additional Products/Services free of charge (see attached slides):

- Virtual Brick Website – customized with the City of Foley Brick Program specifics
- Fund Raisers, Ltd.'s Online Order System – customized with the City of Foley Brick Program specifics (in addition there will be a \$3.00 processing fee charged to brick purchaser per order transaction at the time of checkout. Fund Raisers, Ltd. will bill City of Foley for said fee)
- Custom engraved brick samples for marketing display purposes





City of Foley

**DONOR RECOGNITION FUNDRAISER
FOR CENTENNIAL PLAZA
ENGRAVED BRICKS**

PRICE SHEET

GG-082312

ITEM DESCRIPTION	UNIT PRICE
4"x8"x2 1/4" Brick and Engraving Cost (Price to include delivery to the City of Foley)	\$ <u>18.75</u>
8"x8"x2 1/4" Brick and Engraving Cost (Price to include delivery to the City of Foley)	\$ <u>38.25</u>

List and price all additional services on a separate sheet of paper.

Please return the original bid packet with two (2) duplicate copies of your bid.

Company: FUND RAISERS, LTD.

Submitted By: LINDSY IVERSON, VICE PRESIDENT

Address: 615 E. 43rd ST

BOISE, IDAHO 83714

Phone: 208-377-9011

FUND RAISERS, LTD.'S

FULFILLMENT SERVICES AND COSTS

Our innovative and complete package provides you with all the necessary consultation and services to launch a successful commemorative program from start to finish.

\$6,500 Program Setup Fee

(\$5,500.00 is for services listed below; remaining \$1,000.00 is used to open program bank account)

MARKETING CONSULTATION:

- ✓ Consultation specific to a donor recognition brick paver program
- ✓ Visual Marketing Aids
- ✓ Marketing Design Components Manuals
- ✓ Custom engraved brick paver graphics (super imposed) to utilize for all strategic marketing endeavors
- ✓ Marketing control samples for visual display

IN-HOUSE CUSTOMER SERVICE CENTER:

- ✓ Complete program account set-up
- ✓ Reserve and configure program toll free vanity number
- ✓ Designate program fax #, P.O. Box and email account
- ✓ Customer service representatives staffed and trained on program specifics

ONLINE ORDERING SYSTEM:

- ✓ Customized Online Ordering System that is PCI compliant with real time payment processing
 - ✓ Social network sharing via Facebook
 - ✓ Customized order form header graphics
 - ✓ Superimposed brick paver and display case graphics (items the program is selling)
 - ✓ Automatic payment responders
 - ✓ Linking and special programming from client's website to our online form and virtual brick website
 - ✓ Automatic email confirmation after order is submitted
- (An additional \$5.00 web convenience fee is collected from the purchaser upon check-out using the online order form)*

VIRTUAL BRICK WEBSITE (interactive tool):

- ✓ Customized Online Virtual Brick Site for donors to design their personal message to be engraved
- ✓ Superimposed web graphics
- ✓ Inscription Examples by category to assist with creativity (e.g., Father's Day, In Memory of, Special Event Dates, etc.)
- ✓ Frequently Asked Questions about the program
- ✓ Great online tool to generate exposure and a "buzz" using social media

FINANCIAL MANAGEMENT:

- ✓ Complete financial account set-up and implementation (e.g., open bank and merchant accounts in the name of the program, configure virtual credit card terminal, and set up accounting software for preparation of monthly financials)

