



**PANDEMIC SUPPORT TEAM
14-DAY FUNDRAISING CAMPAIGN**



These are challenging times for many within our Citrus County community, and folks want to help those in need. The Citrus County Chamber of Commerce is partnering with Shipyard Dog to bring a unique, limited edition t-shirt fundraising campaign opportunity to our businesses, to help you, your employees and the community and we want every business in Citrus County to participate.

To engage your patrons, fanbase and friends (your PANDEMIC SUPPORT TEAM), complete the information below and follow the instructions to have limited edition t-shirts made for your business where \$10.00 from every shirt sold goes directly to your business to help you, your employees or a community charity of your choice.

Shipyard Dog will handle all transactional aspects of your fundraising campaign from creating the mockup of your shirt (from the artwork you provide (see below)), placing the image on the website, tracking and reporting each campaign's progress during the 14-day period, collecting the proceeds from online sales, paying the credit card fees, screen printing and mailing the shirts to your PANDEMIC SUPPORT TEAM members (within 14-days of the end of your campaign) and mailing you the check.

The only request of your business is to commit to any shortfall in shirts sold to meet a minimum order of 20, meaning that if only 18 shirts are sold during their campaign, you agree to purchase two more to meet the minimum. For every shirt sold supporting your business, you will receive \$10.00 per shirt (i.e. 75 shirts sold = a \$750 check delivered to you).

If you would like to engage your PANDEMIC SUPPORT TEAM with your business, send the following to the email address below:

- Business logo/artwork – vector image (.ai, .eps) of your logo, or the design you would like printed on the shirts. The shirts will be the same for all fundraising campaigns - Next Level 6210 (60 cotton/40 poly) in Charcoal, printed in white ink.
- If vector art is not available, send the highest resolution logo possible. Shipyard Dog will notify you if any rework is required on the logo (e.g., reducing the number of colors in the image or retracing it in vector) and we will discuss the next course of action.
- Provide two photos to be included on your webpage where your t-shirt is displayed. Photos can be items of the employees, familiar faces, mascots, or of the building, etc. These items will be displayed below the t-shirt purchase area of the webpage.
- Your website and social media handles to link folks back to your business.
- If you want to designate your funds for another purpose (i.e. donating them elsewhere), we will indicate that on the webpage, if requested.
- An example of the shirt page (including the backtag that will be the same on all t-shirts printed), including photos and weblink, can be found at <https://taproomtshirts.com/product/shipyard-dog-2/>

Once the shirts have been mocked up and placed on the website (typically 1-3 days after receiving the requested information), you will be notified and your campaigns, and purchasing, can begin immediately. Your business will want to aggressively promote your fundraising campaigns in order to get your fanbase and supporters to purchase t-shirts and raise as much money as possible for you,



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your employees or your cause. In those social media blasts, you will need to provide the taproomtshirts.com website for them to select "CITRUS COUNTY PANDEMIC SUPPORT TEAM".

Businesses are also asked to follow and tag @taproomtshirts on Instagram and Facebook. @taproomtshirts will follow each business back and include them in any social media updates produced (shirts being printed, rolling off the line, etc.).

Once the shirts are printed and shipped out (estimated to be within two-weeks of the end of a campaign), Shipyard Dog will cut the check to the business.

For reporting out to the businesses, an Update email will be sent approximately every other day during a given 14-day campaign period on where each company stands on shirt orders. These emails will include all businesses running campaigns for them to report back through their social media platforms to their fanbase (i.e. "Cannot believe how great our Fanbase is!!! We have sold 100 shirts already and have 4-days left in our Fundraising campaign! Love you all!!!").

In order to accomplish all of this, please complete the information below:

Business Name (entity name to write the check to):

Business DBA or common name for webpage:

Address to send the check to:

We commit that _____ will make up any short-fall between the number of shirts purchased during a Fundraising Campaign and 20 t-shirts in order to meet the minimum order of 20.

Shirt sizes available to your PANDEMIC SUPPORT TEAM will be XS through 4XL. Sizes XS to XL will sell for \$25.00, and XXL to XXXXL will run \$27.00. The price per shirt includes shipping via First Class Mail.

If Florida Sales Tax is applicable to the purchaser, it will be assessed at the time of sale and remitted in Shipyard Dog's monthly Sales Tax filing with the Florida Department of Revenue.

Form W-9 may be requested from a business that has sales requiring reporting with the IRS.

All information (artwork, photos, website information and this form) to be sent to Jim Briley at tapped@taproomtshirts.com. Jim can also be reached at 352.228.8039.

Website: taproomtshirts.com

Instagram/Facebook handles: @taproomtshirts

We all want to stay active and help each other during this unprecedented time. We hope this inspires a wave of enthusiasm and support for your businesses and employees.