

# All Kinds are Welcome Here – Vendor Partnership

## Overview

The creators of the All Kinds are Welcome Here in West Virginia campaign (hereafter known as the “All Kinds team”) seek West Virginia vendors to produce and market merchandise featuring the “All Kinds are Welcome Here” logo to spread our message of inclusiveness and hospitality.

## Vendors entering into this agreement, as outlined below, are responsible for:

1. Production (including the purchase of materials)
2. Distribution (through on-site purchases or shipping)
3. Bookkeeping (maintaining a record of sales and donating proceeds as outlined below)

In return, the All Kinds team will provide advertising and word-of-mouth outreach for partner vendors, **driving traffic** to online or brick-and-mortar storefronts. Additionally, donations businesses make (see below) will be **tax deductible** for the vendor.

## How the agreement works:

1. Vendors must agree to produce products in accordance with branding guidelines set forth by the All Kinds team.
2. Vendors must agree to donate all proceeds from All Kinds items to a non-profit of their choice (to be approved in advance by the All Kinds team).
3. Vendors may recoup **actual costs** associated with materials and shipping, but may not charge for labor or creative value added.
4. Recommended markup (above actual cost) for any All Kinds item is 10 to 20 percent, as the All Kinds team want to both 1) raise funds for non-profit organizations in our state and 2) make All Kinds merchandise accessible and affordable in order to spread the message of love and acceptance.
5. By signing below, vendors acknowledge agreement indicating their commitment to fulfilling these policies and stipulations as well as the additional details outlined in the FAQs section (below).

## FAQs:

### How will my store or business be promoted?

In addition to being listed on the master list of businesses displaying the All Kinds are Welcome Here sticker, your business will be featured on the All Kinds website as a featured partner. We will link to your online store or business information and promote your All Kinds merchandise through our social media channels. Additionally, the non-profits receiving donations from the effort are encouraged to promote your business as well.

### How often must I submit payment to the non-profits?

We ask that you donate proceeds to your selected non-profit at the end of either each calendar month or quarter. All chosen non-profits should be 501(c)(3) organizations operating in West Virginia. It is the responsibility of the vendor to secure tax-deductible donation receipts for

donations the vendor makes by participating in this campaign. Additionally, the All Kinds team asks that you submit regular updates to us regarding the amount donated through the campaign, so that we may keep a running total on our website and social media pages.

**Who selects the nonprofits to benefit?**

You can choose the 501(c)(3) nonprofit you want to support, subject to the advance approval of the All Kinds team. Organizations in opposition to the message and values of the All Kinds are Welcome Here in West Virginia campaign will not be approved. Additionally, organizations dedicated to supporting any particular political candidate or party are not eligible.

**Will my choice of nonprofit be promoted/public?**

Yes – we want to showcase how West Virginians and West Virginia businesses are making a difference through this effort. Once you choose the nonprofit you want to support through your All Kinds merchandising/messaging, we will list that group alongside your business on our website and promotional materials. Additionally, we encourage you and the nonprofit you are supporting to publicly display your partnership (ex. signs posted in your storefront, on your advertising related to the All Kinds merchandise, on the non-profit website or social media channels, etc.).

**Is the All Kinds Are Welcome Here team a non-profit group?**

No – we are just a group of individuals who want to make a difference by promoting love and kindness --- and supporting WV businesses and nonprofits. We will not accept any money for merchandise nor participate in production or distribution. Our role is simply coordination of the campaign and promotion.

**What businesses are eligible to participate?**

Any business operating in West Virginia is eligible for consideration. Selection of businesses is at the discretion of the All Kinds team. Businesses that violate the terms of the agreement will be prohibited from participating in the future (and, if necessary, we may seek legal action).

**Are there limits as to what I can produce with the All Kinds Are Welcome Here logo on it?**

As long as your product fits within the brand standards (to be provided), you may produce any item. We do, however, reserve the right to withdraw partnership agreements with any vendor who disrespects the spirit of the All Kinds Are Welcome Here campaign.

**Tell me more about the brand standards**

See attached.

**I don't make or produce the item I want to sell – can I participate as an All Kinds merchandise retailer? (Ex. I'm a coffee shop proprietor and want to sell stickers at the register).**

Absolutely. You can order All Kinds merchandise from the wholesale producer of your choice (must adhere to brand standards) and then either...

1. Sell the item at your actual cost (e.g. you purchase stickers for \$1 and sell them for \$1);  
or

2. **(Preferred)** Sell them at a 10-20 percent markup and donate the profit to charity (e.g. you purchase stickers for \$1 and sell them for \$1.20 and donate the extra 20 cents to charity).

**Who is part of the All Kinds team, and how can I contact them?**

The four individuals who created and manage the All Kinds Are Welcome Here campaign are:

- Rob Crowley, Charleston, WV
- Paul Greco, Charleston, WV
- Jessica Kennedy, Dunbar, WV
- Heather McChesney, Charleston, WV

You can contact Rob, Paul, Jessica, and Heather at [www.allkindsarewelcomehere.com](http://www.allkindsarewelcomehere.com) .

I, \_\_\_\_\_, of \_\_\_\_\_, hereby acknowledge and accept the terms and conditions as outlined above and agree to serve as a vendor producing items for the All Kinds are Welcome Here in West Virginia campaign.

Nonprofit I pledge to support: \_\_\_\_\_

BRIEF description of All Kinds items I plan to sell: \_\_\_\_\_

\_\_\_\_\_

Contact information, links, etc. I would like **listed on the All Kinds website**: \_\_\_\_\_

\_\_\_\_\_

Contact information for communication with the All Kinds team (will not be published unless also listed above):

\_\_\_\_\_

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Signature

Date