

Oblong Books & Music
26 Main Street, Millerton ~ (518) 789-3797
Montgomery Row, Rhinebeck ~ (845) 876-0500
www.oblongbooks.com

Oblong Books & Music Fundraiser Contract

Oblong Books & Music is delighted to host a Fundraising Shopping Event for your school or organization. The basic premise of a Fundraising Shopping Event is that supporters of a school or organization shop at Oblong on a set date during a set time, and Oblong will give a percentage of sales as either a dollar amount (up to 20% of sales) or merchandise (up to 25%).

School or Organization _____

Oblong Location _____

Date of Shopping Event _____ Hours _____ to _____

Percentage of sales donated to school or organization: _____ % (circle one) \$ Books

General Guidelines:

- All sales during the time period outlined will count toward the donation.
- The Shopping Event is open to the public.
- All special orders taken and paid for during the Shopping Event will count toward Donation.
- All advertising and promotion shall include the date, time, location, and store name
- Unless otherwise specified, the entire store inventory at the time of the Shopping Event will be available for customers.

Oblong will:

- Provide the venue, inventory, and staffing for Shopping Event.
- Provide space for in-store promotion for Shopping Event if poster is provided by school/organization.
- Donate an agreed upon percentage of sales from the Shopping Event to said organization or school.

School/Organization will:

- Effectively promote Shopping Event to its community of supporters (parents, friends, family, faculty, staff, board members).
- Provide one contact person representing the school or organization to interface with the representative of Oblong.
- Set up not more than one hour before Shopping Event.

Recommended Reading Lists:

While this is not required to make a Shopping Event successful, some schools or organizations like to tie-in summer reading lists, required reading lists, library “wish lists” or book-drive lists.

- Lists must be provided to guests at Shopping Event by organization.
- Oblong will need lists no less than thirty (30) days prior to Shopping Event
- All titles subject to availability.

Author Appearances at Shopping Event:

Again, not required for a successful Shopping Event, but some organizations like to have an author for a book signing during the event. It is the organization’s responsibility to secure an author. If author is secured, books must be available through Oblong’s regular resources without opening a new account with a publisher or wholesaler. Please check with Oblong to be sure titles are available before booking an author.

Oblong’s recommendations for creating a successful Shopping Event:

- Promote Shopping Event widely. Some successful methods include email blast, sending notices home with students, invitations, notice in newsletters, advertising.
- Name your Shopping Event! Some effective names for past events are: *Your School Book Fair, Your School Shopping Night, Your School Shopping Spree, Your School Fundraising Book Fair, Your School Booktopia, etc.*
- Provide finger foods or appetizers...donated is the best!
- Provide wine...donated is best (*white only—trying to save the carpet*)!
- Think of this as a party and a time to socialize with other parents, volunteers, supporters, etc.
- Decide in advance whether this is an adult event, or a family event (based on the personality of the school or organization). If adult only, perhaps provide a baby-sitter at the school? If kids are invited, consider a volunteer to for storytime or other activities to keep little ones occupied while you shop.
- Recruiting volunteers to be involved...the more folks delegated to certain tasks, the larger the turnout.

In the event that a school or organization must cancel or reschedule a Shopping Event, Oblong must be notified at least 2 weeks (14 days) prior to cancellation or rescheduling.

School or Organization Contact Signature

Oblong Representative Signature

Date _____

Date _____

Email address _____

Phone# _____

Donation check should be made out to _____

Mailed to the following address _____