

# A Personal Recommendation from a Satisfied Customer is the Best Advertising there is.

You were recommended by: \_\_\_\_\_ What a compliment!  
We have a program that enables professional Realtors and other business people and Organizations to personally recommend and promote your establishment to their clients, friends and the community. This program will bring you new business from people just moving into the area, and more frequent business from established residents.

## HERE'S HOW IT WORKS

These professionals and organizations, who are some of your regular customers, have a special gift card that they give to their clients and members. This card is called a "Valued Customer Card". It's laminated in plastic and has a full color photo on the front. On the back are promotions for local businesses that these professionals feel offer the best products and services in their area. Organizations who promote you will use the cards as membership incentives or to raise money for special programs.



Each promotion has some small discount or incentive, in many cases only available in slower traffic periods, like Monday-Thursday. Most of these discounts are quite small, 10%-15% off, available most of the week, or larger discounts like 50% off second item or even buy 1 get 1 free, available just 1 day per week.

Every card has an expiration date, so it can only be used until the card expires. Each card also has the disclaimer "Not to be used with any other discounts" so it will not affect any other promotions your company is running. People carry these cards in their wallets and use them repeatedly throughout the year. Even if your promotion is only a free medium drink with purchase of a lunch, it still equates to thousands of customers right in your market area who are continuously reminded of where you are, what you do, and that you're open for business.

Every time someone looks at this card it acts as a small directory of products and services in your area.

The Realtors, professionals, and Organizations pay for the entire cost of producing and distributing the cards. This card keeps their business information constantly available to their clients and members as well. The only cost to you is whatever discount you offer. There may also be a typesetting or co-branding fee in certain instances where you are given a prominent ad on the front or back of their card. (see samples above)

Compare this targeted advertising with the hundreds of dollars you pay for other types of advertising. This card and the Realtors, professionals, and organizations who are giving it to their customers and members continue to work for you month after month throughout the year. You can run the same promotion next year or run a completely different one if you choose to.

The professional people and organizations who run your promotion on their Valued Customer Cards do so because they know and like your product or service. They will continue to personally recommend and promote your company as long as you are in business and want to participate in this program. Don't miss this opportunity to have people who believe in your company increase your business and profits by sending you their customers and members.



Florida Advertising & Marketing Enterprises  
 732 N.W. 43 Ct.  
 Ft. Lauderdale, FL 33309-4740  
**Susan's Cell 954-931-1893**  
**Email: famecard@yahoo.com**

**TO PARTICIPATE IN THIS PROGRAM**  
**CALL TEXT: 954-931-1893**  
**OR EMAIL SUSAN:**  
**famecard@yahoo.com**

Advertising Agreement # _____
DATE _____
AREA _____

In Consideration of the promises, covenants, and considerations herein contained, Florida Advertising and Marketing Enterprises, Inc. (FAME) and Advertiser (Advertiser in this agreement refers to the original authorized party as well as new ownership/management) hereby mutually agree to the following:

1. Advertiser \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

- 2. FAME agrees that for a fee of \$\_\_\_\_ for typesetting and with absolutely no other charge of any kind to Advertiser, FAME shall produce, promote, and distribute promotional discounts as herein set forth. Advertiser has \_\_\_\_\_ locations; coupons will be valid at all locations.
- 3. Advertiser expressly authorizes FAME to produce and distribute cards offering the following discount. At the time of printing the expiration date printed on cards will be 12-13 months from print date. Print dates will occur repeatedly throughout each year. During this time the Advertiser agrees to honor authorized coupon when presented. All cards printed will have the following disclaimer: "NOT TO BE USED WITH ANY OTHER DISCOUNTS" so as not to conflict with any other promotions or sales being offered by Advertiser.

**PLEASE PRINT OR TYPE DISCOUNT INFORMATION LEGIBLY.**  
 IF LOGO IS REQUESTED ON COUPON, PLEASE EMAIL IT TO **FAMECARD@YAHOO.COM**  
 (Due to small size of product, if original artwork is not provided, logo may be omitted at discretion of typesetter)

4.	BUSINESS NAME (AS IT IS TO APPEAR ON COUPON)
5.	PHONE# OR LOCATIONS(S) (AS IT IS TO APPEAR ON COUPON)
6.	DISCOUNT INCENTIVE (AS IT IS TO APPEAR ON COUPON)

**PLEASE NOTE:**

**THIS IS A MULTIPLE USE COUPON. IT IS NOT PUNCHED OR REDEEMED IN ANY WAY.**

- 7. Advertiser acknowledges that cards will be custom imprinted for various businesses and organizations, and agrees to honor every card upon presentation until expiration date printed on cards. All cards are multiple use cards. Coupons shall not be punched, scratched off, or redeemed.
  - 8. Exclusive Agreement: Advertiser shall not participate in any similar advertising program involving specialty **business cards** while participating with FAME. This does not exclude other fundraising cards.
  - 9. This contract is noncancelable by Advertiser for one year from the date of this agreement. Thereafter, Advertiser may cancel future involvement in programs by providing sixty days written notice of intent to cancel. In the event of management or ownership changes Advertiser is responsible for notifying new personnel/owners of this agreement which will remain in effect unless Advertiser notifies FAME of change and intent to cancel.
  - 10. Advertiser expressly agrees that the liability of FAME, if any, for omissions, errors, defects, and/or failure to publish said advertisement shall be limited to the actual amount of fees paid to FAME by Advertiser.
  - 11. Commitment to honor authorized Advertisement: Advertiser acknowledges that any failure to honor coupons will cause irreparable harm to FAME, which damages will be very difficult to calculate. Thus, in the event that Advertiser fails to honor cards, Advertiser and FAME agree that reasonable liquidated damages amount to a multiple of 10 times the cost of printing new cards for all affected Valued Customer Card Clients.
  - 12. This contract shall only be binding when accepted by FAME at its National office and Advertiser hereby waives notification of same.
  - 13. Advertiser acknowledges that he has read this agreement, understands it, and agrees to be bound by its terms and conditions. Further, Advertiser agrees that this is the complete agreement between the parties which supersedes all prior agreements, oral or written, and hereby acknowledges receipt of a certain copy of this agreement
- Advertiser agrees to have their Ad printed continuously on unlimited boxes of cards unless alternate is checked

- 14.  Unlimited boxes of cards  100 boxes per year  50 boxes per year  Other (specify) \_\_\_\_\_
- 15.  Advertiser does not authorize ad for use in not-for-profit fundraising

Amount Received \_\_\_\_\_

16. \_\_\_\_\_  
 Advertiser Authorized Signature

\_\_\_\_\_  
 FAME, Inc. Representative

\_\_\_\_\_  
 Print Name and Title