

THE 2020 HOLIDAY SHOPPING CARD

One of Houston's premier fall fundraising events for the past 23 years, raising over \$17.2 million for the American Cancer Society

Presented By: VICTORY, a fundraising arm of the American Cancer Society

Event Dates: Thursday, October 22 through Sunday, November 1, 2020

2020 Goal: \$850,000

2019 Funds Raised: \$782,000

2018 Funds Raised: Over \$950,000

FAST FACTS

Card Cost: \$75 minimum donation. 100% of the donation benefits American Cancer Society.

Where Sold: Online and at participating retailers

Cards Sold: Over 9,000 ANNUALLY

Merchant Offer: Receive 20% off Regular-Priced Merchandise at over 550 retailers. Free appetizer or dessert at participating restaurants.

MERCHANT PARTICIPANT BENEFITS

The Holiday Shopping Card event is designed to drive sales to your store, build your customer database as well as give back to the community via American Cancer Society.

Store website listing which includes a link to your website

Store information featured in **15,000** Holiday Shopping Card directories

All point-of-sale marketing materials, including posters and table tents, will be provided to retailers

Social Media and cross-promotional opportunities

Use of The Holiday Shopping Card logo to promote to your customers

CONTACT US

Office: 713.266.2205

Email: holidayshoppingcardhouston@cancer.org

Website: www.holidayshoppingcard.com

Social Media: @hschouston

Mailing Address: 2500 Fondren, Suite 100, Houston, TX 77063

SHOP.SAVE MONEY. SAVE LIVES.



VICTORY/American Cancer Society

2500 Fondren Suite 100 · Houston, TX 77063 · 713.266.2205 · 713.266.8026 FAX
holidayshoppingcardhouston@cancer.org · www.holidayshoppingcard.com

