

Vendor Opportunities to Connect with Our Loyal Customers...

Your participation in our marketing outreach is critical to the success of your brand in our stores. Our in-house graphic design, social media, and marketing department are here to support your brand with your collaboration.

We strongly encourage participation in multiples opportunities listed below. Participation is on a first-come-first-serve basis and opportunities are limited.

If you have any questions regarding these options, contact Raegan Stremel, Marketing and Events Manager, at Raegan.Stremel@RainbowBlossom.com.

Monthly Sales Flyer Feature

Featured products on our sales flyer include a large feature image within the first 4 pages of the 12+ page flyer. The flyer is distributed on our website and email newsletter that reaches 26,000 inboxes a month. On average, products on the flyer perform 125% better than products that are on sale but not included in the flyer.

- \$200 per month

Month(s): _____

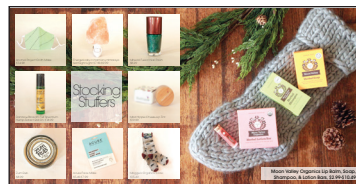


Winter Holiday Guide

The Winter Holiday Guide features 12 full color pages of products, gifts, recipes and more. All levels are reserved on a first-come-first-serve basis.

- \$800 - 1 spot available
Themed professional photo on the front cover, full page ad on the back cover, with a product highlight within the guide
- \$300 - 1 spot available
Themed professional photo and product highlight in the guide introduction from Summer Auerbach
- \$200 - 4 spots available
Featured item within the guide

Level: _____



Summer Health & Beauty Guide

The Summer Health & Beauty Guide each features a double gate folded, full color guide featuring DIY recipes and more. All levels are reserved on a first-come-first-serve basis.

- \$400 - 1 spot available
Front and back page of the guide, with a themed professional photo and product highlight
- \$200 - 2 spots available
Themed professional photo and product highlight on the inside panel

Level: _____



In-Store Samplings

We offer 3-5 samples per department, per store, per day, and would love to feature your products in these samplings



You can donate product for passive demos anytime, and we also ask that every vendor does an active in-store demo at each location over the course of the year. It is ideal to do these in-store demos to introduce your product to our stores or during a sale.

In-Store Audio

Get a customized, professionally recorded 15-50 second audio ad to be broadcast over the loudspeakers in all five of our markets. Your ad is heard every half hour...nearly 3,600 times each month!

- \$150/month, no contract
- \$100/month, 6-month contract
- \$75/month, 12-month contract

Month(s): _____



Premium Product Placement

Investing in premium product placement within our stores allows vendors to secure a prominent and eye-catching spot off the shelves, ensuring products are easily discoverable by shoppers.

- \$25/store, small signage measuring 5.5"x8.5" or smaller
- \$75/store, signage measuring 24"x36" approximately

Premium placement refers to areas aside from regular shelf placement like end caps, store entrance displays, and self-contained shippers. Placement and availability is up to the discretion of Category Management.

5' x 11' Billboard

Jr Billboards provide a great way to economically put your message in front of potential customers. Our billboard ad space rotates between prime locations throughout the city every 90 days.

- 4 consecutive months - \$1200 (includes art and production)

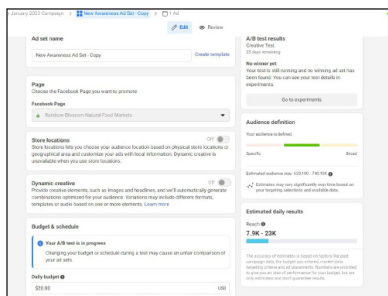
Month(s): _____



Instagram Giveaway

Reach approximately 12,000 Instagram followers with a giveaway campaign.

Approx. Date of Giveaway: _____



Meta Ad

We share the cost of a promotional ad on Facebook and Instagram. We will match what you invest dollar for dollar.

Budget: _____

Social Media Feature

Feature your product on our social media pages with a custom photo and promotional message.

- \$25 per post

of Features: _____

Due to demand and limited availability of space on our social media calendar, we may not be able to accommodate all opportunities or be able to post in consecutive months. We will confirm availability before accepting the contract.

Louisville Public Radio

Connect with a large, active community that loves to support local retail and share their great experiences with others! Each week, more than 200,000 listeners tune into Louisville Public Media. Ratings show that Louisville's independent, community-funded radio as the second largest radio audience in the market among persons aged 35-64.



- \$450/month. Includes 30 10-second spots at prime time (6-10am, 3-8pm).

Month(s): _____

A Taste of Yoga Sponsorship

'A Taste of Yoga' offers Louisville residents FREE yoga classes featuring several disciplines appropriate for beginners to advanced students and for toddlers to seniors, taught by local yoga instructors.

Event Product Sponsor (unlimited)

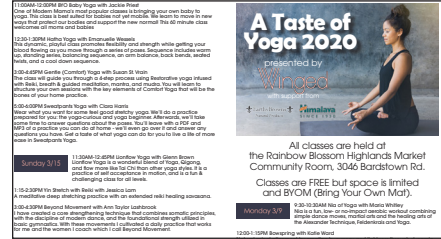
- Provide product for goodie bags for 200+ guests

Event Supporter - \$300 (2 available)

- Your brand mentioned in all social media event promo
- Logo and web link on Rainbow Blossom website
- Logo included in event program
- Item listed above

Title Sponsor - \$600 (1 available)

- All of the items listed above
- Co-branded LEO Weekly ad
- Official Title Sponsor on all press relations + email newsletter to customer database



Level: _____

Vendor _____

Contact _____

Phone # _____ Email _____

Billing Address _____

Payment type: Credit Card Check

Other Notes:

Approved by: _____ Date _____

Title: _____