

**Lowcountry AIDS Services  
Shopping With Friends  
Red Ribbon Retailer / Sponsor Agreement**

This is to confirm the agreement between Lowcountry AIDS Services and

\_\_\_\_\_ regarding sponsorship as a Red Ribbon Retailer  
*Store Name* for the 2011 Shopping With Friends Benefit.

As a Red Ribbon Retailer, the above retail sponsor of Shopping With Friends hereby agrees to donate a minimum of 10% of the day's sales in their Charleston area store on Saturday, December 3, 2011.

In return, Lowcountry AIDS Services and Shopping With Friends will prominently promote and advertise each Red Ribbon Retailer in any and all print advertising, media coverage, direct mail, and all collateral material relating to the event. This includes a minimum of four full page ads in Charleston Magazine, ads in Charleston Magazine's "On the Town" eNewsletter, Fashion Fix eNewsletter, full color billboard, radio spots and promotions on 95SX and their sister stations, direct mail to over 5,000 L.A.S. supporters, Email blast to over 10,000 individuals, posters in over 300 local businesses, a very aggressive social media campaign (Facebook and Twitter), and a range of radio, television, and print editorials.

Though not a direct and tangible benefit, all retail sponsors will also receive the genuine and heartfelt appreciation of the children, women, and men infected with the AIDS virus and the gratitude of their families and friends for their support and efforts to assist those confronted with this disease in the tri-county area.

Sincerely,



Bradley D. Childs  
Executive Director  
Lowcountry AIDS Services

\_\_\_\_\_  
Name of Retail Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Retailer / Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-mail address

\_\_\_\_\_  
Charleston Store Contact Information

Your Shopping With Friends contact:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Lowcountry AIDS Services  
3547 Meeting Street Road  
Charleston, SC 29405  
Phone (843) 747-2273 Fax (843) 745-0431  
Email: [information@aims-services.com](mailto:information@aims-services.com)