



PONY EXPRESS BLOCK PARTY



Pony Express

On April 3, 1860, a lone rider left on horseback from the gates of one of the nation's most historic landmarks, The Pony Express Stables in St. Joseph, Missouri. Carrying saddlebags filled with our nation's hopes and dreams, the Pony Express riders traveled 2,000 miles west to Sacramento, California. These brave young souls raced against nature's cruel elements and rugged terrain in an attempt to unite a country separated by distance.

Today the stables continue to stand as a tribute to the legacy of the Pony Express. The legend lives on in Northcott's latest fabric collection created by Deborah Edwards in conjunction with The Pony Express Museum in St. Joseph, Missouri. The featured panel print, an authentic replica of The Pony Express Route, celebrates this unique part of American history. Complementing the panel is a wide range of patterns created from the Pony Express archives in a vintage palette reflecting the historic style of the original images. In addition to the fabrics, the collection includes a Pony Express pin, with coordinating charms for each of the eight states along the Pony Express route.

To celebrate the Pony Express, Northcott will be launching a Block Party! The Block Party will take place in Missouri, Wyoming, Utah, Colorado, Nevada, California, Nebraska and Kansas from September 9th to 24th, 2017.

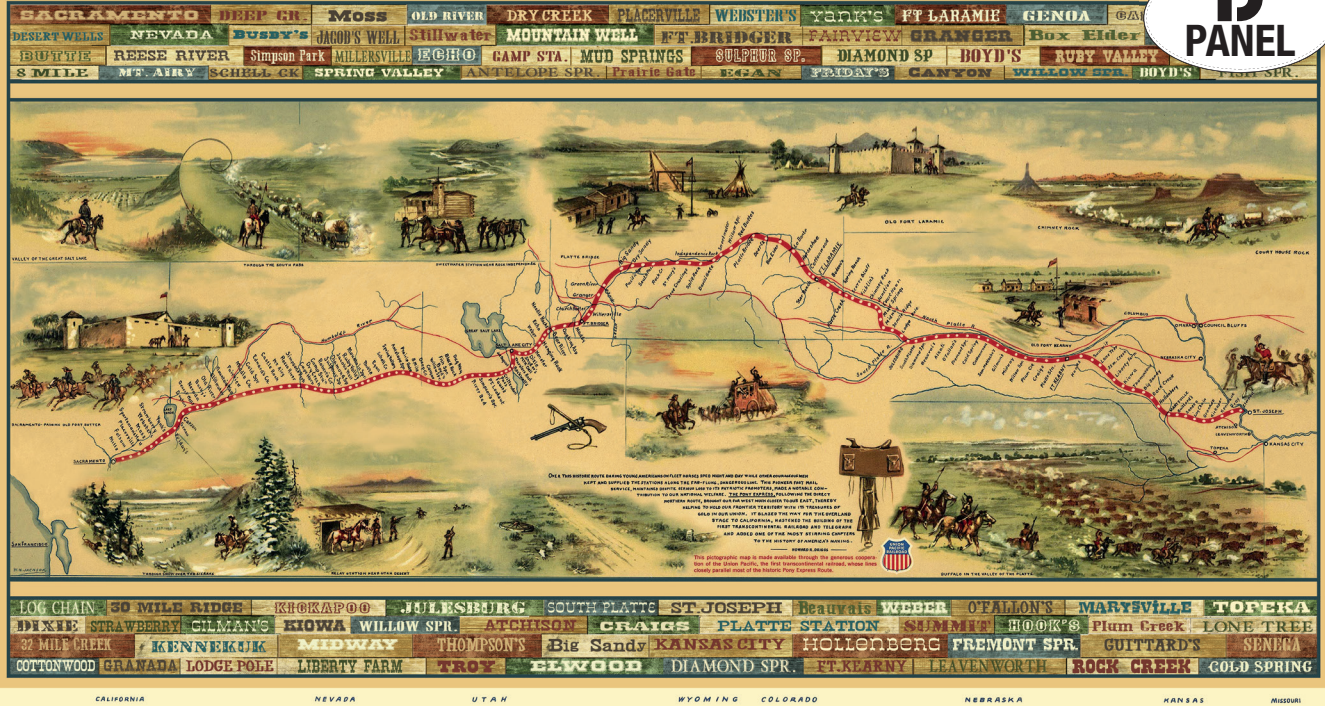
CONTENTS

Pony Express Collection SKUs & Collectable Pins	1-3
Pony Express Block Party Information	4
Pony Express Collection Information	4
Block Party Requirements & Guidelines	5
Ordering & Registration	6
Advantages in Participating	6
Shop Challenge	7
Consumer Challenge	8
FAQ	9-10
Notes	11-12

DP21826-34 24" x 42" Panel reduced approx. 17%

APRIL 3, 1860 — OCTOBER 24, 1861

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PANEL



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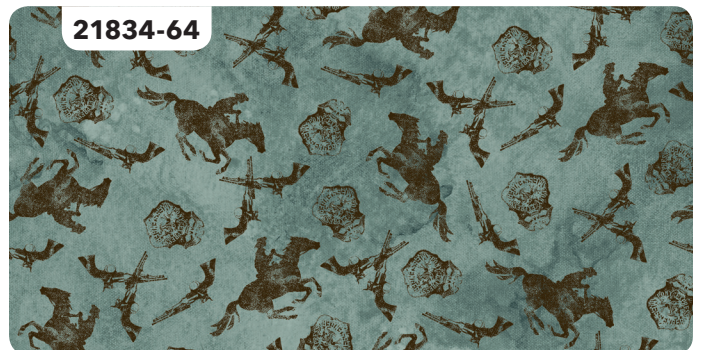
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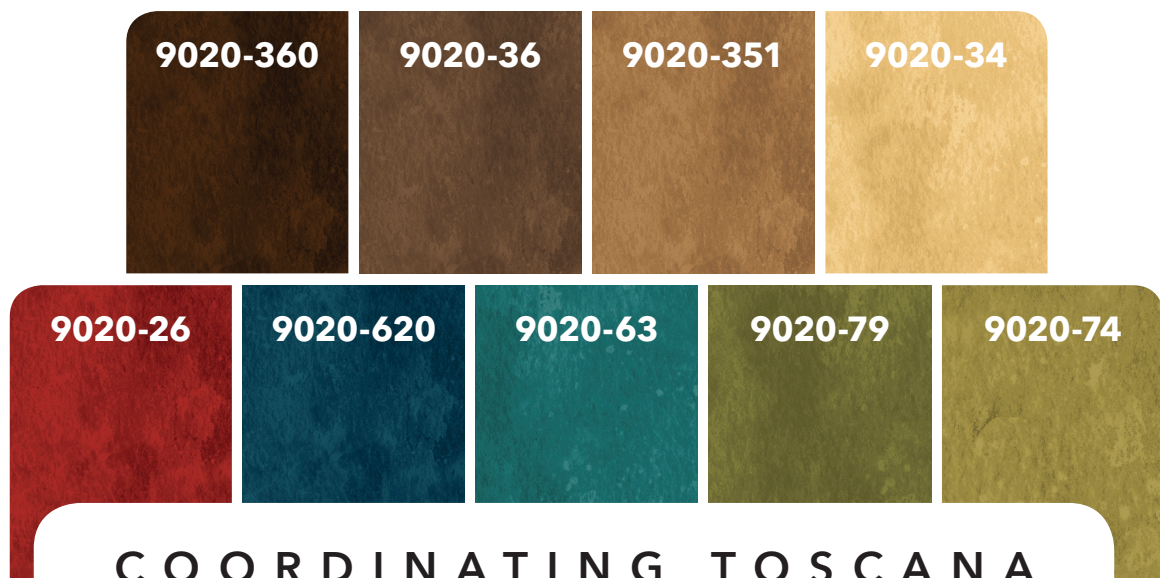
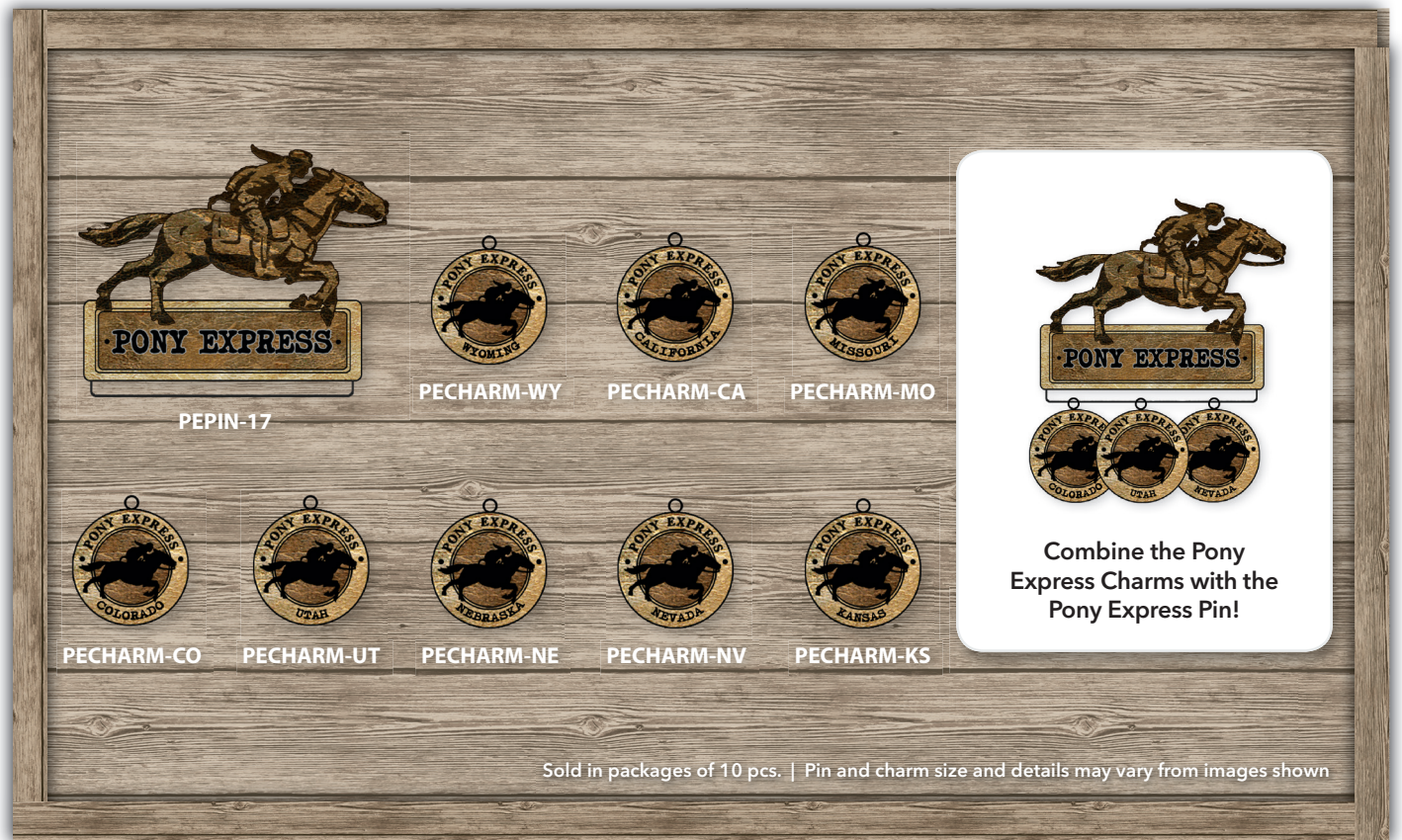




Note: All designs shown at 30% scale unless otherwise specified

Pony Express Collectable Pins

Sold in packages of 10 pcs. | Pin and charms are shown at actual size, details may vary from images.



Pony Express Block Party Information

Northcott has organized a Pony Express Block Party that includes states on the Pony Express trail; Missouri, Wyoming, Utah, Colorado, Nevada, California, Nebraska, and Kansas.

The Pony Express Block Party will take place **September 9th to 24th, 2017.**

Participating shops are required to create and provide a free block pattern that will be available to all consumers who physically visit their shop. As consumers visit shops and collect free block patterns, they will receive a free sticker for their Pony Express postcard, which represents their visit to each shop. (Northcott will provide all participating shops with postcards and stickers).

The Pony Express Block Party will increase shop traffic as consumers travel from shop-to-shop to collect free block patterns, the Pony Express fabrics and the collectible Pony Express pin and state charms.

Order and register by April 15th, 2017!

Fabric starts shipping to participating shops July 2017.*

*With the exception of the participating shops in Missouri, Wyoming, Utah, Colorado, Nevada, California, Nebraska, and Kansas, the Pony Express collection will ship to shops October 2017.

Pony Express Collection Information

- Pony Express collection includes 14 SKUs. (Mandatory)
- Pony Express Registration PONY17-10. (Mandatory)
- Collectable Pony Express pin and 8 state charms. (Optional)
- Coordinating Toscana includes 9 SKUs. (Optional)
- PTN2119-10 Western Journeys & Road to California pattern. (Optional)

Note: All panels are digitally printed.

Block Party Requirements and Guidelines

- In order to participate in the Block Party, shops must purchase the entire Pony Express fabric collection (14 SKUs) and complete their registration, which includes payment and signed registration forms to be sent to blockparty@northcott.com.
- Registration is to be completed by April 15th, 2017.
- The sign up/registration fee is \$150 per shop, tax not applicable. Customers with multiple locations are required to pay registration and fill out a form for each shop.
- A reimbursement of \$150 will be issued in December 2017 in the form of a credit for future Northcott purchases. The credit will appear on the shop's Northcott account.
- To participate in the Block Party and distribute block patterns, the customer must have a brick-and-mortar shop.
- Blocks are to be created exclusively using Northcott's Pony Express fabrics. Toscana is reserved for finishing your quilt and should be excluded from your shop's block.
- For easier quilt assembly, blocks must be made in 6" increments to a maximum size of 18", (ie: 6"x 6", 6"x 12", 6"x 18", 12"x 12", 12"x 18", 18"x 18", finished size) using any technique.
- Block patterns are only provided to consumers who physically visit a shop. Copying, mailing and e-mailing patterns is strictly prohibited.
- The shop's block pattern is to be distributed to consumers for free. However, shops are encouraged to sell kits of their blocks. Only fabrics from Northcott's Pony Express collection are permitted for use in the blocks.
- A marketing kit will be provided to all registered shops in July 2017.
- Each participating shop is required to distribute the Pony Express Block Party postcard and stickers to consumers that visit their shop. When a consumer receives the shop's Pony Express block pattern, they will also receive that shop's sticker for their postcard. Each shop will have its own customized Pony Express postcard sticker. Postcards and stickers will be provided in the shop's marketing kit from Northcott.
- Each participating shop is required to provide a fabric prize with a retail value of **\$75** to the first consumer who presents a full postcard with 12 stickers.
- Northcott will provide each shop with 5 complementary prize charms to be given out to consumers who hand-in a fully stickered postcard after the grand prize has been claimed.
- Only one sticker per shop, per customer is permitted on the postcard. Multiple stickers from the same shop will not be valid for the full postcard prizes. Stickers may come from any participating shop in any of the participating states, including stickers from shops within the same state.
- Postcard stickers are only provided to consumers who physically visit a shop and receive the shop's block pattern. Copying, mailing and e-mailing postcard stickers is strictly prohibited.

Ordering & Registration

- The Pony Express Block Party collection is programmed online as one collection with two components.
 1. The first component consists of the Pony Express collection and registration.
 2. The second component consists of the Pony Express pin and charms.
- Fabric starts shipping to participating shops in July 2017.
 - Fabric must be ordered by **April 15th, 2017** to guarantee July shipping.
- Shops participating in the Block Party will Recieve **free freight** on their order.*
- To register your shop you must purchase the \$150 registration (PONY17-10) and the Pony Express collection (14 SKUs), all included on the same webpage. Complete your registration forms, and email the forms to blockparty@northcott.com. The registration forms are available for download on the Pony Express collection web page for logged in users.

*Conditions may apply.

Advantages in Participating

By purchasing the Pony Express collection and participating in the Block Party, the shop will realize added value:

- Northcott will support the program with magazine advertisements in American Quilt Retailer (on newsstands February 2017, trade publication) and in American Patchwork & Quilting (Oct 2017 issue, on newsstands August 1st, 2017). A social media campaign will be held on Northcott's website, Facebook, Instagram, Pinterest, and Twitter.
- The shop will be featured on the Northcott website and social media platforms.
- The shop will be featured on the Block Party map, available on Northcott.com.
- Shop traffic will increase as consumers search for new block patterns.
- Northcott will further support this collection with free pattern downloads for consumers.
- Sample blocks will be posted online to inspire customers.
- Northcott will provide participating shops with marketing tools.
- Shops will have a chance to win a prize for the best block pattern design.

Shop Challenge

Shop Challenge

- Each participating shop in the Pony Express Block Party is required to create a block pattern that will be distributed for free in their shop. Shops can also submit a sample block to Northcott for a chance to win!
- Shops send a completed block to Northcott for a chance to be entered into a Viewer's Choice, to take place on Northcott's social media platforms.
- All submitted blocks will be featured on Northcott's social media. Northcott will choose the top 10 blocks to be posted online for a Viewer's Choice vote. (Northcott's judging criteria and complete challenge details will be available on Northcott.com).
- Block submissions must be made in 6" increments to a maximum size of 18", (ie: 6"x 6", 6"x 12", 6"x 18", 12"x 12", 12"x 18", 18"x 18", finished size) using any technique, and using only the Pony Express fabrics.
- All submitted blocks must have a label with your shop's name, address, and contact info safety pinned to the front of the block.
- All blocks are to be sent to:

Northcott
1099 Wall Street West, Suite 250
Lyndhurst, NJ 07071

- Submission deadline is **August 25th, 2017**.
- Blocks will be posted on social media for voting during **September 8th to 25th, 2017**.
- The winner will be announced on **October 2nd, 2017**.
- Please note: the block will not be returned to the shop; all submitted blocks will be donated to the Pony Express Museum.
- **PRIZE: \$500** credit to be used on a future Northcott purchase.

Note: for any challenge inquiries please contact submissions@northcott.com.

Consumer Challenge

The Pony Express Quilt Challenge

- Consumers can further participate in the Block Party by creating a quilt for a chance to win. Participating quilts must have a minimum of 6 blocks from 6 different shops in each quilt (block patterns can be from the same state).
- Photo submissions must be sent to ***submissions@northcott.com***. Contestants will need to include a photo of their quilt, their name, address, phone number, and the name of shops whose blocks are included in the quilt.
- Deadline to submit a photo of a finished quilt is **November 4th, 2017**.
- The top 5 finalists will be required to send their quilts to Northcott. (Northcott's judging criteria and complete challenge details will be available on Northcott.com).
- The 5 finalists will be featured on Northcott's social media platforms for consumers to vote for a national winner.
- The winner will be announced on **December 11th, 2017**.
- **Prizes:**
 - **First Place:** \$500 USD cash and a fabric prize valued at \$500 USD
 - **Second Place:** Fabric prize valued at \$250 USD
 - **Third Place:** Fabric prize valued at \$100 USD

FAQ

Frequently asked questions...

1. Do I have to order the full collection to participate in the Block Party?

Yes, to participate in the Block Party your shop is required to purchase the entire Pony Express fabric collection (14 SKUs, excluding Toscana coordinates, pin and charms, and PTN2119).

2. Is there a discount for ordering the full collection?

Northcott is giving Block Party participants Free Freight on their Pony Express order when participating in the Block Party.

3. Is the full collection available in half pieces?

No, we are not offering half pieces for the Pony Express collection.

4. Can I order the collection without participating in the Block Party?

Yes, you can order the collection without participating in the Block Party. Customers who order the Pony Express collection and do not participate in the Block Party will receive their order in October, 2017.

5. When is the Block Party registration deadline?

The deadline to register for the Block Party is April 15th, 2017. This is also the deadline to place a fabric order for July delivery.

6. To participate in the Block Party am I required to order the pin and charms? Do I have to order all of the state charms, or can I order just my state?

No, you do not have to order the pin and charms. These components are not mandatory in order to participate in the Block Party. You do not need to purchase all the state charms, you can purchase just your state charm or however many you would like.

7. Do I have to kit my block pattern?

No, you do not have to kit your block pattern. We recommend that you do to generate sales, however you are only responsible for providing a **free block pattern** to all participating consumers that visit your shop.

FAQ

8. Do consumers have to purchase my block kit to get a sticker on their Block Party postcard?

No, consumers are not required to purchase anything to receive the shop's Block Party sticker. Consumers are given the stickers for free after collecting that shop's free block pattern.

9. How many postcards and stickers does my shop receive? How do I reorder more if I run out? Is there a charge for these materials?

Shops will receive 200 postcards and 200 personalized stickers unless otherwise specified on their registration form. If a shop requires more postcards and stickers, e-mail blockparty@northcott.com and we will send you more materials. The postcards and stickers are sent to you at no cost as they are part of the marketing kit.

10. Can I purchase PTN2119 Western Journey & Road to California to arrive in July with my order?

Yes, you can order PTN2119 with your Pony Express fabric order. The pattern will deliver with the collection in July.

11. Are there state leaders?

No, if you require any assistance please e-mail blockparty@northcott.com or contact your Northcott Sales Representative.

12. What is included in the marketing kit?

The marketing kit will include postcards, customized stickers, a poster, a window cling, challenge details, social media campaign materials, etc.

13. Does my shop's fabric prize for the first consumer with a filled out postcard have to be Northcott fabrics?

No, put together your prize using any fabrics you would like to giveaway with a retail value of \$75.

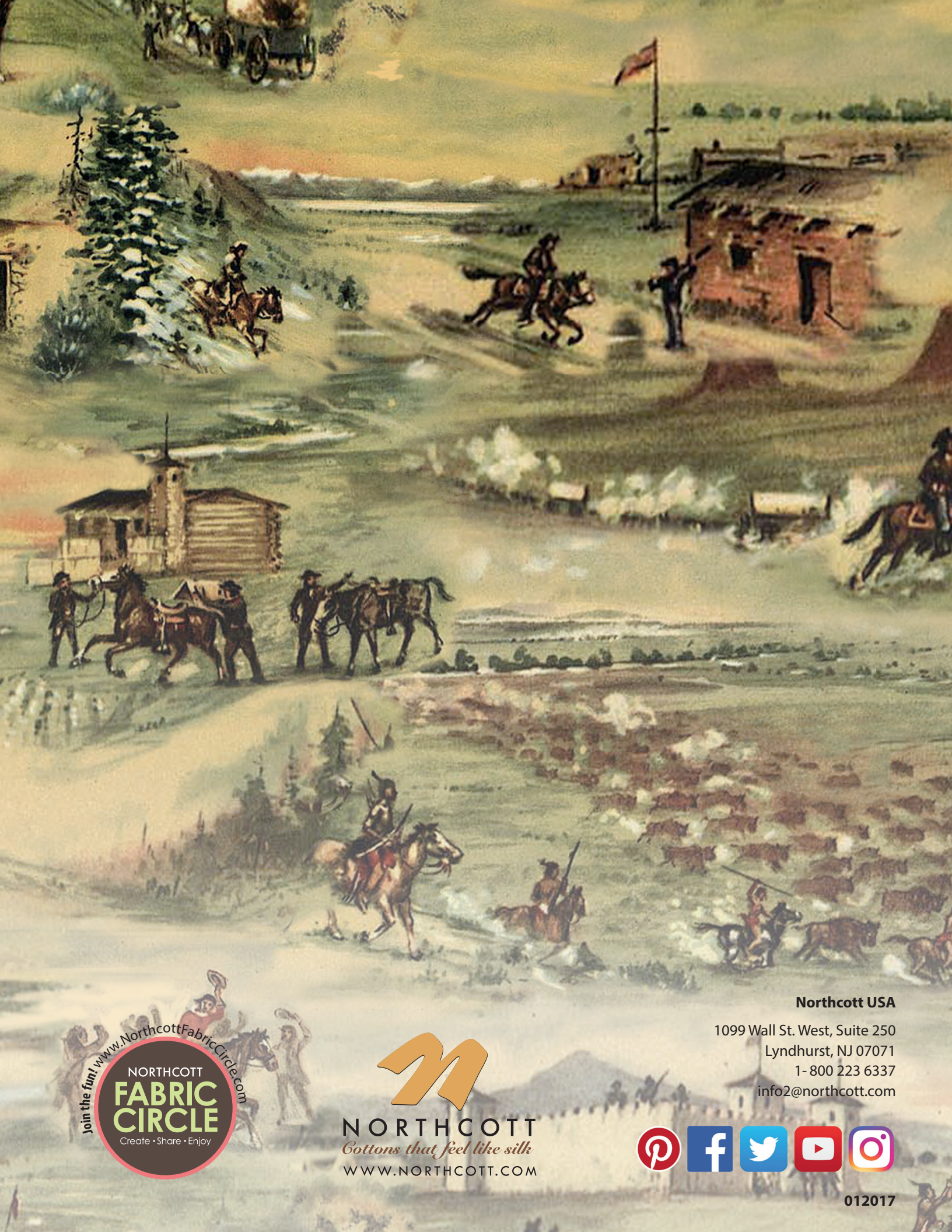
Have more questions? Send an e-mail to blockparty@northcott.com and will be happy to answer!

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Cottons that feel like silk
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