

Northcott's Pony Express Block Party 2017

Quilt Shop Registration

Northcott's Rules and Regulations

Participating shops must:

1. Exist as a brick and mortar quilt shop, have purchased Northcott's Pony Express collection, and paid the program registration fee of \$150.* The registration fee will be credited to your Northcott account in December 2017.
2. Create an original block pattern to be used as the shop's exclusive design and to distribute in-store free of charge. Shops may outsource the design of their block pattern at their own expense. Appropriate copyright laws and actions must be considered. Any copyright infringements will result in expulsion from the program.
3. Distribute the free block pattern only to in-store consumers and provide them with the shop's customized sticker and a postcard if needed. One pattern and sticker per consumer.
4. Ensure the block patterns are created with accuracy. Northcott will not be held liable for any errors in block patterns.
5. All block patterns and kits are to be made available as of September 9th, 2017.
6. Between the periods of September 9th – September 24th, 2017, all block patterns and kits may not be distributed online, by mail, or at venues outside the registered shop, such as shows or events. Shops may distribute their block pattern and kits through any venue after September 24th, 2017.
7. All kits for sale must include the shop's free block pattern.
8. Follow the rules and guidelines set out by Northcott Challenges.
9. Promote/advertise the Pony Express Block Party in their newsletter and social media outlets for the duration of the block party.
10. Participate in Northcott's social media campaign by adhering to submission dates and deadlines. Any shop that submits late social media requirements will not be included in sections and/or the entirety of Northcott's social media campaign.

*Customers registering more than one shop location for the Pony Express Block Party must sign a registration form and pay the \$150 registration fee for each participating location.

☐ **Yes, I have read and agree to these terms.**

Name: _____ **Date:** _____

Signature: _____

CONTACT INFORMATION:

Store Name: _____ Customer Number: _____

Store Address:

☐ Check here if your billing address is the same as your shipping address

BILL TO ADDRESS:

SHIP TO ADDRESS:

Address Line 1: _____

Address Line 1: _____

Address Line 2: _____

Address Line 2: _____

City: _____ Zip Code: _____

City: _____ Zip Code: _____

Store Phone: _____ Alternative Phone: _____

Store E-mail: _____ Alternative E-mail: _____

Store Website: _____

Northcott Sales Representative: _____

Contact Person:

First Name: _____ Last Name: _____

Contact E-mail: _____

Registration Fee: \$150.00 US

Postcard & Sticker Requirements

Check off how many postcards and stickers your shop requires for the Block Party:*

Postcards: ☐ 200 ☐ 500 ☐ 1000

Stickers: ☐ 200 ☐ 500 ☐ 1000

Shop name to appear on customized sticker: _____

*Unless specified, shops will receive 200 postcards and 200 stickers. The shop name will appear on the sticker as it does on the customer's registration form.

Once completed, please send this registration form to **ONE** of the following:

E-mail: blockparty@northcott.com

Fax: 201-672-7675
ATTN: Debra

Mail: ATTN: Debra
1099 Wall Street West, Suite 250
Lyndhurst NJ 07071

A media kit and marketing tools will be provided to all registered and participating shops. For more information regarding Northcott's Pony Express Block Party, please contact your Northcott Sales Representative or Northcott at blockparty@northcott.com