

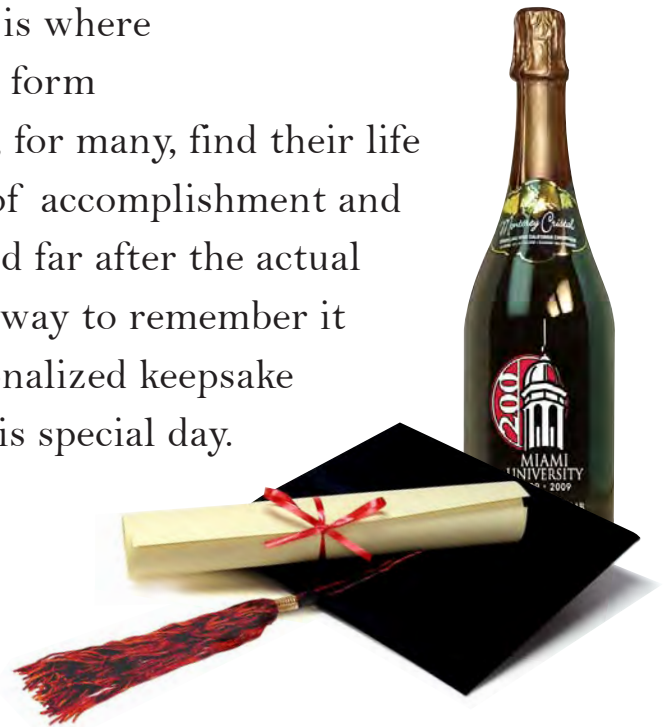
# THE PERFECT WAY TO COMMEMORATE *College Graduation*



This once in a lifetime event can now be remembered forever with a beautiful, hand painted, Keepsake Bottle. This limited edition bottle will be decorated with the college seal, and personalized with the graduates' names and date of graduation. It will come with a hang tag showing the University and the graduation day.



College graduation is considered one of the truly key moments in any person's life. Graduation is a milestone, the culmination of many years of hard work. College is where you meet lifelong friends, form relationships, mature, and, for many, find their life partner. It is a symbol of accomplishment and is a memory treasured far after the actual event. What better way to remember it than with a personalized keepsake celebrating this special day.



**ETCHINGO**   
*Wines & Spirits*

ASI 52775 • PPAI 335914  
UPIC ETCHWINE • SAGE 67954



## HOW DO I GET THIS PROGRAM SOLD TO THE SCHOOL?

1. Start with the Director of Student Affairs Office. Find out who the decision maker is and see them in person.
2. **STRESS** that this is not about wine, not about consumption but about celebrating one of life's greatest accomplishments.
3. Make sure to emphasize that virtually all graduates will be of legal drinking age.
4. Mention that the consumption of bottles like this is non-existent; you do not drink something that illustrates a great accomplishment. This bottle will be proudly displayed by the graduate, which will also be advertising for the school.
5. State that on all the materials that will be used to support this that only persons of legal drinking age can purchase the keepsake.
6. **Non Alcoholic Sparkling can be substituted for this program if wine is perceived as an issue. Pricing will remain the same.**



## WHAT DOES THE SCHOOL GET?

1. In exchange for the authorization of the university seal or emblem, **you** will donate 10% of all proceeds to the general scholarship fund. This gives the school additional revenue and you a nice tax deduction. IF there are 4,000 graduates for example and 75% of them purchase this keepsake at \$74.99 the gross sales will be \$224,970 meaning the University will get **a check from you for \$22,497.**
2. Along with the check will come things that cannot be measured, goodwill and name recognition from the bottle being seen by literally thousands of people.

## WHAT DO I GET?

Using the example from above you sell at \$74.99. 90% of this = \$67.50. You will donate \$7.00 per bottle to the university. **Your cost** is \$40.00 for the bottle, the personalization, the hang tag and the gift box. **Your gross profit** is \$27.50 per bottle, so at 3,000 bottles you just made \$82,500 and got a tax deduction.

## WHAT NEEDS TO HAPPEN TO MAKE THIS PROGRAM SUCCESSFUL?

1. You and the school are now partners you need to work together.
2. You can do several things to make this happen:
  - a. Get a copy of every parents home address and perhaps email address. This will come from the school.
  - b. **DO NOT** simply market to the students, the parents are the key.
  - c. Get the students' email addresses.
  - d. We will devise a custom email blast to both parents and students, and a direct mail piece to the parents.
  - e. Setting up a web store for each university is very helpful. Give both parents and students a way to get registered for the bottle.
3. **Lead Time:**
  - a. By and large every graduation is in June. While nice to get the bottle at the time of graduation it is not a complete negative to arrive at the home after the fact. Remember you are celebrating a life achievement not a date.
  - b. After they approve, the students and parents are marketed in March/April. The goal deadline is May 1.
  - c. The orders come to me and away we go.
4. **Payment**
  - a. You are paid with credit card in advance. Set up a separate account for these funds.
  - b. EWS will be paid 50% up front with the balance due on completion.
5. Shipping / Handling / Insurance. EWS will ship for legal and insurance reasons. The cost will be about \$18 per bottle, which will be added to the \$74.99 charge.

