

A pink wavy graphic that starts under the word 'Brakes' and flows towards the word 'Breasts'.

# Brakes for Breasts™

Order before September 11 and receive 10% off!

*(Offer does not include postage)*

## Fundraising Campaign 2019

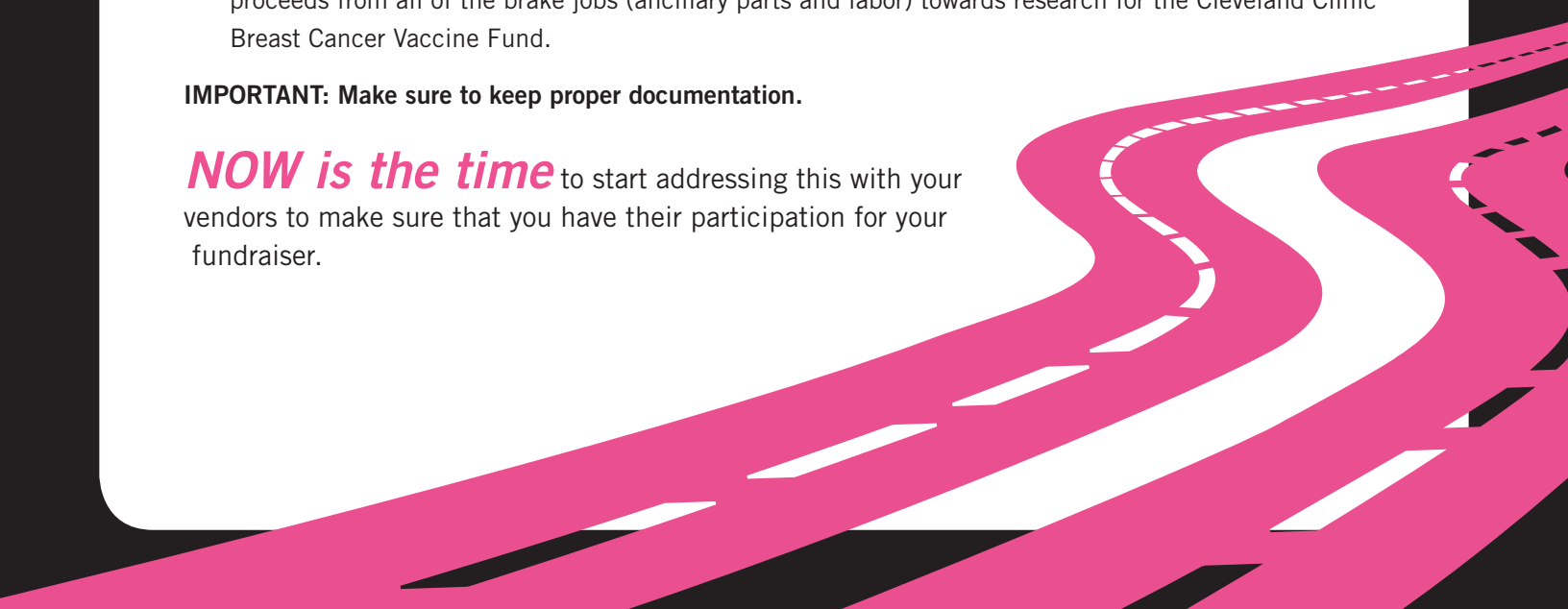
**Thank you, thank you, thank you!** Our Brakes for Breasts Fundraiser is starting to take shape for October of 2016! We are very excited to see such a generous display of support from our fellow shop owners! We have made available a list of promotional items to help you with your fundraiser.

Many of you have asked specific questions about how the Brakes for Breasts fundraiser works. This is an outline of how the program works. For those of you who have never participated in a Free Brake promotion, you will be surprised at how simple it is and how effective it is all at the same time!

1. **Clients receive free brake pads or shoes** - For the entire month of October your clients receive free brake pads or shoes. Be sure to put a dollar value limit on it in case you have a client with a specialty vehicle where the cost could be much greater than your normal pads or shoes. The client pays for any other parts that are needed and the labor.
2. **Vendor supplies brake pads or shoes** - Speak to your vendor and let them know that you are doing a Brakes for Breasts fundraiser in the month of October and their participation would be supplying the free brake pads or shoes for the month of October. In return, you will order all the necessary parts for that job from them. On occasion they may not have a part you need in the time frame you need it, in which case you would order from another vendor.
3. **Your shop makes a 10% donation** - At the end of the fundraiser your shop will donate 10% of the proceeds from all of the brake jobs (ancillary parts and labor) towards research for the Cleveland Clinic Breast Cancer Vaccine Fund.

**IMPORTANT:** Make sure to keep proper documentation.

***NOW is the time*** to start addressing this with your vendors to make sure that you have their participation for your fundraiser.

A large pink wavy graphic that starts from the bottom right and flows towards the top left, framing the bottom of the text.



**LOGO** - The logo will be sent to you via email. This logo will come in handy for any other promotional campaigns you may be participating in. Print ads, thank you notes, direct mail pieces, etc...



**WALL CARDS** - Wall cards are printed on a heavier card stock. They are 5.5"w x 8.5"h in size and make a great display for your Brakes for Breasts Fundraiser to even further build awareness within your shop as your clients come in and out throughout the course of the day.

Three styles to choose from: A) Original B) Stoplight C) Clock



**FLYER** - The Brakes for Breasts flyer is a standard 8.5" x 11". The flyers can be customized with your shop information. You will need to send your logo (preferably vector format) to West Press if you are interested in the flyers. The flyers are great to put in every vehicle during the month of September to make your clients aware of your upcoming fundraiser.

There are plenty of other applications for the flyer as well. You could simply fold it in half, tab and mail and use as your mailing piece for October. You could also distribute it to other local businesses, etc...

The flyer is an information/awareness piece. The flyer does not give a maximum value nor does it indicate that it may not be used in conjunction with other coupons. We always use a maximum value of \$109.95 (in case you get the high end vehicle where brakes are very expensive), and we do not honor other coupons since this is a fundraiser.

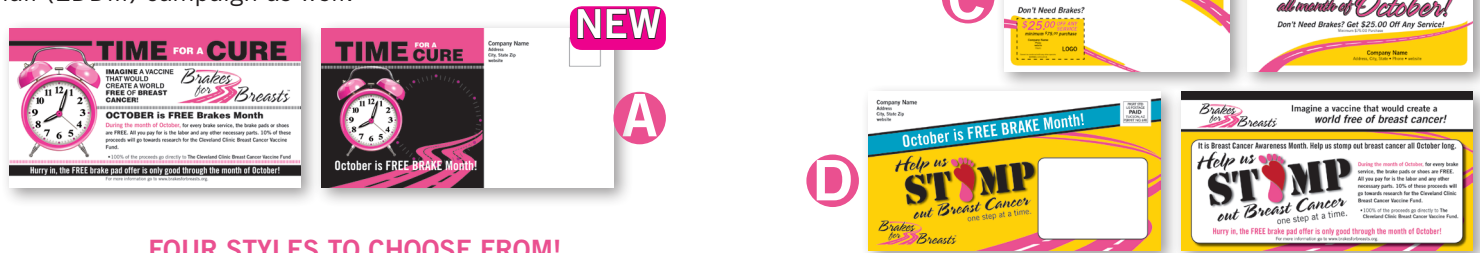
Three styles to choose from: A) Original B) Stoplight C) Clock



**POSTER** - The Brakes for Breasts poster is available in 3 sizes: 12"w x 18"h (printed on 78# dull cover), 18"w x 24"h (printed on white econo vinyl which can be used as a poster or you can stick it to a wall), and 24"w x 36"h (printed on white econo vinyl which can be used as a poster or you can stick to a wall). Perfect for hanging throughout the shop beginning in September to help raise awareness about October's Brakes for Breasts fundraiser. You could also place these in other local businesses for even further support!

Three styles to choose from: A) Original B) Stoplight C) Clock

**POSTCARD** - This is a great way to get the message out about the Brakes for Breasts fundraiser. Let your customers and potential customers know about this exciting event and invite them to participate. The postcards can be used with your valid mail list or if you are interested in targeting a specific area we can help you with your Every Door Direct Mail (EDDM) campaign as well.



#### FOUR STYLES TO CHOOSE FROM!

- A) Clock
- B) Cure Road Sign
- C) Small Postcard
- D) Stomp Out Breast Cancer

**BANNER** - The Brakes for Breasts banner is 3'h x 6'w. Printed on durable vinyl, it's perfect for hanging outside the shop to grab the attention of those already at the shop as well as those passing by. Rain or shine, with this banner you can raise awareness about the October Brakes for Breasts fundraiser.



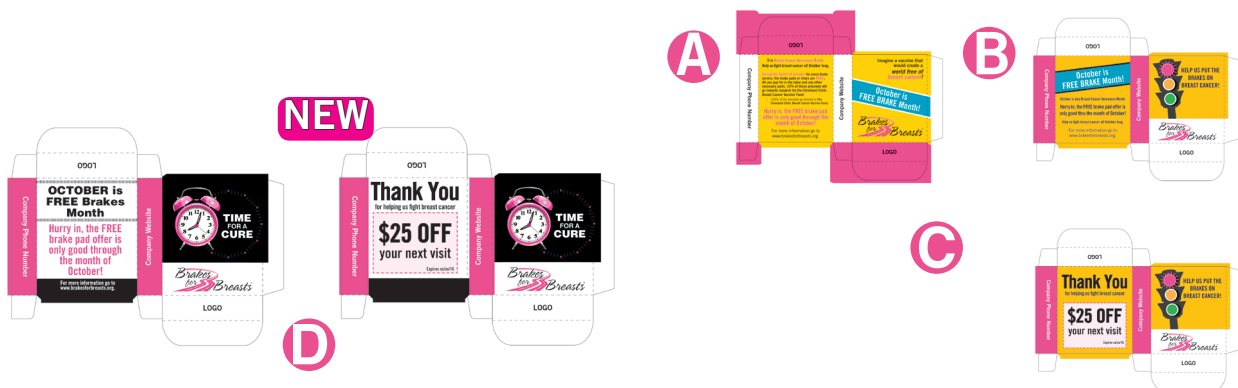
Two styles to choose from:

- A) Original
- B) Stoplight
- C) Clock

**FLOOR GRAPHICS** - This is a fun way to catch your customers' attention! Create a trail of curiosity with these floor graphics. Each piece is approximately 8"h x 8"w. They have a non-skid laminate and are easy to apply. Each set contains 5 images. "Stomp out Breast Cancer" contains 2 feet per image.



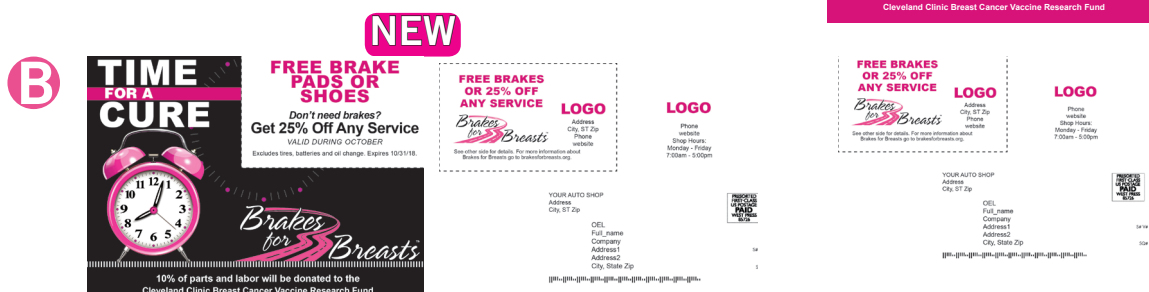
**CANDY BOX** - Treat your customers with this sweet idea! You can customize these boxes with your logo, phone number, offer and website. Boxes are sent flat for easy storage. Double stick tape included in each order.



Three styles to choose from: A) Original B) Stoplight-1 C) Stoplight-2 D) Clock

**PERF CARD** - 4.25" X 6" postcard with a pop-out card printed on 130# card stock. Pop-out has FREE BRAKES and an additional offer can be added for people that don't need brakes.

Three styles to choose from: A) Original B) Clock



**KNOCK KNOCK** - Doughnut stop believing in a cure. Self mailer with 3 offers. 5.75" x 12.75" trifold to 4.25" x 5.75". If your client doesn't need brakes there are other offers to choose from.





Order before September 11 and receive 10% off! (Offer does not include postage)



# Order Form

One time set up fee per order \$40.00  
Shipping not included.

Promotional Item	100	200	500
Wall Cards (5.5"w x 8.5"h); Version: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C	\$33.00	\$47.00	\$89.00
Flyer (8.5"w x 11"h); Version: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C	\$43.00	\$69.00	\$124.00
Promotional Item	1	2	5
Poster (12"w x 18"h); Version: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C	\$7.00	\$8.00	\$10.00
Poster (18"w x 24"h); Version: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C	\$13.80	\$24.60	\$52.00
Poster (24"w x 36"h); Version: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C	\$24.60	\$46.20	\$102.50
Banner (72"w x 36"h); Version: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C	\$92.00/ea		
Floor Graphics (sold in sets of 5); Version: <input type="checkbox"/> A <input type="checkbox"/> B	\$56.50/set		
Promotional Item	500	750	1000
Knock Knock (5.5" x 12.75") w/presort first class postage; Version: <input type="checkbox"/> A	\$1.31 ea.	\$1.20 ea.	\$1.00 ea.
Perf Card (4.25" x 6") w/presort first class postage; Version: <input type="checkbox"/> A <input type="checkbox"/> B	\$0.87 ea.	\$0.73 ea.	\$0.67 ea.
Promotional Item	500	1000	2000
Postcard (11"w x 6"h) w/presort first class postage; Version: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D	\$483.00	\$810.00	\$1,400.00
Postcard (11"w x 6"h) w/presort standard postage; Version: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D	\$420.00	\$693.00	\$1,169.00
Postcard (8.5"w x 5.5"h) w/presort first class postage; Version: <input type="checkbox"/> C	\$438.00	\$758.00	\$1,320.00
Postcard (8.5"w x 5.5"h) w/presort standard postage; Version: <input type="checkbox"/> C	\$365.00	\$640.00	\$1,100.00
Promotional Item	2500	5000	
Postcard EDDM (12"w x 7"h) includes mailing and EDDM postage	\$1,346.90	\$2,209.95	
Promotional Item	500	1000	
Candy Box (3"w x 3.5"h x .75"d); Version: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C	\$307.50	\$370.00	



Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

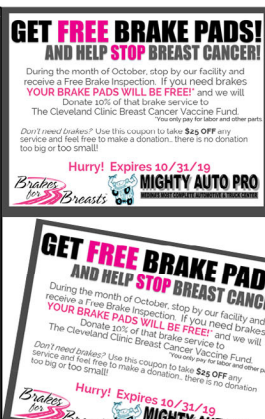
Signature: \_\_\_\_\_

Credit Card # \_\_\_\_\_ exp \_\_\_\_\_

Card Type: ☐ VISA ☐ MasterCard ☐ AMEX

Once your piece is approved, we will assemble and ship your items to you (if applicable). Also, understand all material is copyrighted and any reproduction of said material without the written consent of brakesforbreasts.org is strictly prohibited.

Fax to 520-624-2715 or email [deanna@westpress.com](mailto:deanna@westpress.com)



TEAR-OFF COUPONS!



6 x 11 1/2 full color postcards

**NO SET UP FEES!**  
**OVERSIZED POSTCARDS...**  
**ONLY \$0.70 OUT THE DOOR!**

YES!  
That includes  
your postage!

We can send postcards to your customer list or PURCHASE a list of qualified prospects in your area for \$0.05 more per postcard.

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

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ email: \_\_\_\_\_

Credit Card # \_\_\_\_\_ exp \_\_\_\_\_ 3/4 digit code \_\_\_\_\_

Card Type: ☐ VISA ☐ M/C ☐ AMEX

Fax to: 517-947-6044 or email at: either Shannon@NewCustomersNow.com  
or Shannon\_Grace@ameritech.net

**Shannon@NewCustomersNow.com**



**CALL OR COME BY TODAY!**  
**123 ANY STREET, ANYWHERE, USA 12345**  
**000.000.0000**

**HELP US PUT THE BRAKES ON BREAST CANCER!**

**ASE CERTIFIED TECHNICIANS • FREE CUSTOMER SHUTTLE • 24 MONTH/24,000 MILE WARRANTY • SAME DAY SERVICE ON MOST REPAIRS**



**SEASONAL SPECIAL**

**FREE**

**ENGINE LIGHT CHECK**

\*Additional diagnostics and cost may apply. Coupon must be presented at time of service. Valid on most cars and light trucks. Not valid with any other offers. Limited time offer.



**BASIC OIL CHANGE**

**ONLY \$19.95**

**INCLUDES  
NEW OIL FILTER  
COURTESY INSPECTION  
UP TO 5 QTS. OF OIL**

\*For faster service, please call ahead for an appointment. Most cars/light trucks. Oil change includes up to 5 qts. of motor oil and new oil filter. Some vehicles require special oil and/or filter, cost extra. Tax and disposal fee extra. Cannot combine with any other offers. Limited time only.



**\$10  
\$25  
\$50**

**OFF ANY SERVICE  
OVER \$100**

**OFF ANY SERVICE  
OVER \$250**

**OFF ANY SERVICE  
OVER \$500**

\*Cannot combine with any other offer. Excludes oil changes, tires and batteries. One time use only. No cash value. Limited time only.

**Brakes  
for Breasts**  
**FREE BRAKE PADS OR SHOES**

**Valid During October!**

**10% of parts and labor will be donated to the Cleveland Clinic Breast Cancer Vaccine Research Fund. See reverse side for more details!**



PO Box 1362  
Marietta, GA 30061-1362

00000-00

PRESORTED STANDARD  
U.S. POSTAGE **PAID**  
MLM





For faster service  
please call for an  
appointment.



# FREE

## BRAKE PADS OR SHOES

*10% of parts and labor will be donated to the Cleveland Clinic  
Breast Cancer Vaccine Research Fund.*

\*Installation required and additional cost. Brake pads or shoes FREE up to \$79.95 retail value, most vehicles. Can't be combined with any other offer, promotion, prior purchases, or services. Labor must be completed at 1 of our 4 locations. Brake rotors, hardware, shop supplies, labor, and taxes are additional. Resurfacing brake rotors and or drums included in the labor if applicable. Valid October 1 – November 30, 2019.

*Brakes  
for Breasts*

# TOGETHER WE CAN PUT THE BRAKES ON BREAST CANCER!





# Help Us Put the Brakes ON BREAST CANCER

## Oil Change Special

**Conventional**

**\$19<sup>95</sup>**

- ✓ Up to 5 Qts Oil & New Oil Filter
- ✓ Comprehensive Seasonal Inspection

**Synthetic**

**\$49<sup>95</sup>**

\* For faster service, please call ahead for an appointment.  
Hazardous waste disposal and taxes extra. Most cars/  
light trucks. Oil change includes up to 5 qts of oil  
and new standard spin on oil filter. Cannot combine  
with any other offer. For a limited time only.

## Pick Your Savings

**\$15<sup>OFF</sup>**

Any Repair or Maintenance  
Service of \$100 or More

**\$40<sup>OFF</sup>**

Any Repair or Maintenance  
Service of \$250 or More

**\$75<sup>OFF</sup>**

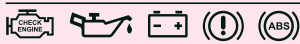
Any Repair or Maintenance  
Service of \$750 or More

\*Most cars/light trucks. Cannot combine with any other offers. Excludes tires and batteries. One time use only. Limited time only.

## Warning Light Scan

**FREE**

If a warning light is on, your vehicle  
is telling you it has a problem! We will  
retrieve your stored codes for FREE.



\*Additional diagnostics and cost may apply. Cannot combine with any other offers. Limited time only.



Call to make an appointment!

**000-000-0000**

**www.ABCauto.com**

**123 Any Street  
Anywhere, US 30303**

Mon – Fri 8am – 6pm

Sat 7am – 5pm



PO Box 1362  
Marietta, GA 30061-1362

0000-01

PRESORTED STANDARD  
U.S. POSTAGE **PAID**  
MLM

# Together

## WE CAN PUT THE BRAKES ON CANCER!

*Brakes  
for Breasts™*

# FREE

## BRAKE PADS OR SHOES

*10% of parts and labor will be donated  
to the Cleveland Clinic Breast Cancer  
Vaccine Research Fund!*

\*Installation required and additional cost. Brake pads or shoes FREE up to \$79.95 retail value, most vehicles. Can't be combined with any other offer, promotion, prior purchases, or services. Labor must be completed at 1 of our 4 locations. Brake rotors, hardware, shop supplies, labor, and taxes are additional. Resurfacing brake rotors and or drums included in the labor if applicable. Valid October 1 – November 30, 2019.

Call to make an  
appointment!

**000-000-0000**

**ABCauto.com**



ASE Certified  
Technicians



12 Month, 12,000  
Mile Warranty



Free Customer  
Shuttle



# DIRECT MAIL ORDER FORM

*Brakes  
for  
Breasts*



## CUSTOMER INFORMATION

Business Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Business Phone: \_\_\_\_\_  
 Hours of Operation: \_\_\_\_\_

Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Website/Facebook: \_\_\_\_\_

## OUR PROGRAM INCLUDES:

Free Call Tracking • Custom Design • Database Processing • Postal Standardization • Print • Postage • Design Services

☐ Sample 1 – 6" x 11"

☐ Sample 2 – 6" x 11"

ABC AUTOMOTIVE  
 CHECK US OUT ON Google Reviews ★★★★★  
 CALL OR COME BY TODAY!  
 123 ANY STREET, ANYWHERE, USA 12345  
 000.000.0000

**HELP US PUT THE BRAKES ON BREAST CANCER!**

ASE CERTIFIED TECHNICIANS • FREE CUSTOMER SHUTTLE • 24 MONTH/24,000 MILE WARRANTY • SAME DAY SERVICE ON MOST REPAIRS

<b>SEASONAL SPECIAL</b> <b>FREE</b> ENGINE LIGHT CHECK	<b>BASIC OIL CHANGE</b> NEW OIL FILTER COURTESY INSPECTION UP TO 5 QTS. OF OIL <b>ONLY \$19.95</b>	<b>\$10 OFF ANY SERVICE OVER \$100</b> <b>\$25 OFF ANY SERVICE OVER \$250</b> <b>\$50 OFF ANY SERVICE OVER \$500</b>
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*Brakes for Breasts*  
 Valid During October!  
**FREE BRAKE PADS OR SHOES**  
 10% of parts and labor will be donated to the Cleveland Clinic Breast Cancer Vaccine Research Fund. See reverse side for more details!

PO Box 1582  
 Martins, IN 46051-1582  
 0000-01  
 PREPOSTED STANDARD  
 U.S. POSTAGE PAID  
 EASY

ABC AUTOMOTIVE

**TOGETHER WE CAN PUT THE BRAKES ON BREAST CANCER!**

**FREE BRAKE PADS OR SHOES**  
 10% of parts and labor will be donated to the Cleveland Clinic Breast Cancer Vaccine Research Fund.

*Brakes for Breasts*

For faster service, please call for an appointment.

10% of parts and labor will be donated to the Cleveland Clinic Breast Cancer Vaccine Research Fund.

PO Box 1582  
 Martins, IN 46051-1582  
 0000-01  
 PREPOSTED STANDARD  
 U.S. POSTAGE PAID  
 EASY

*Help Us Put the Brakes ON BREAST CANCER*

ABC AUTOMOTIVE  
 Call to make an appointment!  
 000-000-0000  
 www.ABCauto.com

<b>Oil Change Special</b> Conventional <b>\$19<sup>95</sup></b> Synthetic <b>\$49<sup>95</sup></b> ✓ Up to 5 Qts Oil & New Oil Filter ✓ Comprehensive Seasonal Inspection	<b>Pick Your Savings</b> Any Repair or Maintenance Service of \$100 or More <b>\$15 OFF</b> Any Repair or Maintenance Service of \$250 or More <b>\$40 OFF</b> Any Repair or Maintenance Service of \$750 or More <b>\$75 OFF</b>
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**Warning Light Scan FREE**  
 If a warning light is on, your vehicle is telling you it has a problem! We will remove your stored codes for FREE!

PO Box 1582  
 Martins, IN 46051-1582  
 0000-01  
 PREPOSTED STANDARD  
 U.S. POSTAGE PAID  
 EASY

*Together WE CAN PUT THE BRAKES ON CANCER!*

**FREE BRAKE PADS OR SHOES**  
 10% of parts and labor will be donated to the Cleveland Clinic Breast Cancer Vaccine Research Fund!

*Brakes for Breasts*

Call to make an appointment!  
 000-000-0000  
 ABCauto.com

ASE Certified Technicians  
 12 Month, 12,000 Mile Warranty  
 Free Customer Shuttle

ABC AUTOMOTIVE

PO Box 1582  
 Martins, IN 46051-1582  
 0000-01  
 PREPOSTED STANDARD  
 U.S. POSTAGE PAID  
 EASY

## ALL-INCLUSIVE PRICING:

6 x 11 postcard

**.35 per postcard**

(all-inclusive – 3,000 print min.)

## DESIRED MAILING QUANTITY:

#

Please send all orders to  
 rparker@mudlick.com  
 or fax to 678.218.5915

Or you can contact  
 Reed Parker directly at  
 770.709.6916



Brenda Poole  
301-299-8806 TEL • 301-299-6827 FAX  
bpoole@gosafeguard.com



**OXFORDS S608 / L608**

Long Sleeve, **Pink** or **Black**, Mix-n-Match to meet minimum order quantity.

**Minimum Order 6 shirts - \$22.50 each**



**POLOS K500 / L500**

Short Sleeve, **Pink** or **Black**, Mix-n-Match sizes & styles to meet minimum order quantity.

**Minimum Order 6 shirts - \$16.50 each**

**All orders (apparel or tote bags) MUST be submitted by 09/10/19 to ensure delivery the WEEK of 09/25/19.**



**TEES** – Short Sleeve, Black, Mix-n-Match sizes to meet minimum order quantity.  
**Minimum Order 24 shirts - \$6.95 each (1-color, 1-location)**

- Pricing is for XS- XLG sizes, larger sizes are available in all styles.
- Shipping & tax is NOT included in price.
- To add your company logo to any item, call for details & pricing.

**GROCERY TOTE BAGS** – Printed with Brakes for Breasts, 1-color on front.

13" x 10" x 15" **BLACK** with **PINK** or **PINK** with **BLACK** imprint

**\$1.55 each + \$45.00 set-up**







Brenda Poole  
301-299-8806 TEL • 301-299-6827 FAX  
bpoole@gosafeguard.com

Orders **MUST be submitted by September 10, 2019** to ensure delivery the week of September 23rd.

QTY.	SIZE	Oxford / Polo T-Shirt / Tote Bag	COLOR

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone / Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Credit Card Info: \_\_\_\_\_  
(Card number, expiration date, name on card, CCV code on back/front, billing address)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**Prevention**  
*is the Cure*

A POSTCARD CAMPAIGN IN SUPPORT  
OF THE FIGHT AGAINST BREAST CANCER

*Brakes*  
*for* *Breasts* + KUKUI

Please join Kukui in spreading awareness about this cause and helping to contribute donations to the Brakes for Breasts campaign to fuel the fight for a cure.

The postcards options below will cost you

**\$0.30**\*

instead of

**\$0.60**

\*per postcard generated.

Please, keep in mind that in order to send out all postcards before October 1st, you should place your order by September 9th.



# 2



View and order  
POSTCARD DESIGN 2

Not currently sending postcards and want to know how to get started?  
Contact (877) 695-6008 or [support@kukui.com](mailto:support@kukui.com)