



Oregon 150 Merchandise Program - Overview

Oregonians-and those who love Oregon-will celebrate the state's 150th anniversary of statehood throughout 2009. Oregon is a state that evokes the poet, the chef, the budding athlete and the connoisseur in all of us. Help champion this birthday and bring some of your inherently Oregon products to the party. Because, what's a party without toasted hazelnuts, a good bottle of Pinot Noir and a lovely little handmade garment or quilt to wrap up in?

Goal for Merchandizing Program:

1. Raise awareness and bring credibility and "products" to the sesquicentennial.
2. Generate revenue for the non-profit Oregon 150 celebration and create incremental profits for participants-like you.

A la Carte Label Program: This program is intended for smaller vendors for smaller volumes of products. Oregon merchandisers may tap into the program by purchasing sanctioned Oregon 150 Commemorative Labels. Attached please find an application with the cost per label. Because we want to feature as many quality Oregon products as possible, and because Oregon is large and our team is small, this is an easy way for a multitude of big and small companies to tap into the party! Simply send in your application and payment for the stickers, and complete the form that best fits your needs. We will send you stickers to use on the honor system. Please remember that we are specifically looking for items that are unique to Oregon—tied to our natural resources, sustainability philosophy and representative of the premium spirit that shouts: "Oregon!" There are no exclusives for this program, meaning that multiple vendors of socks or pinot noir or calendars can participate. The labels are approx. 1 ½" in dimension.

Sticker cost is 4% of the retail price per item (sold in multiples of 10)

***Note: There is a minimum order of \$25.00

On-line Store Program: This program is intended for larger vendors who can provide a larger quantity of product on demand. Accent Marketing and Columbia Farms have been selected to create products to sell on line and are the primary manufacturers.

Usage Rights:

The Oregon 150 logo and sub-brand logos belong exclusively to the Oregon 150 and all rights for the name and graphics cannot be used without proper written permission. If you have questions regarding using the logo, please contact Melisa McDonald at melisa.mcdonald@oregon150.org. No items may be produced to sell using the Oregon 150 logo without permission and payment of a usage fee. See www.oregon150.org for usage and style guidelines. Excluded items which already are Oregon 150 sponsors include roses, beer, blankets, t-shirts, sweatshirts, or a commemorative magazine.

Oregon 150 Merchandising Program Participation Form

RETURN THE COMPLETED FORM:

Email: merchandise@oregon150.org

Fax: (503) 445-9429

Mail: Address is listed at the bottom of the page

INFORMATION ABOUT YOU AND YOUR COMPANY

Your name: _____ Your company: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Web: _____ Phone: _____

INFORMATION ABOUT YOUR PRODUCT

1) Product Name: _____

2) Description of your product: (Please tell us why your product is unique and representative of Oregon in 100 words or less.)

Wholesale cost: \$ _____

Recommended commemorative (Retail price): \$ _____

How would you market your product with the commemorative stickers?

How/where would you sell your product with the commemorative stickers?

Duration of sales cycle: (how long will you have it available for sale? _____)