



# Opportunities for Retailers

**There are many ways for retailers, clothing manufacturers and fashion designers to be involved with and support The Clothes Exchange. Here are some examples of the win-win relationships we've developed with fashion minded, philanthropic businesses.**

## **1. Donate your overstock, out of season or slightly damaged merchandise.**

Looking to get rid of quality merchandise? We'll pick-up! Donate more than \$5000 worth of new, top quality merchandise and you'll receive premier exposure at The Clothes Exchange and in our promotional materials. Retailers donating \$3,000 or more worth of merchandise will be featured in our promotional materials. Retailers may be able to receive tax benefits from these donations.

## **2. Host a Bring Back program in your store.**

A "bring back" is a great way to support The Clothes Exchange and reward your customers with a gift or coupon towards future purchase, for bringing in their gently worn, quality clothing of a specific brand or category. The Clothes Exchange will provide templates for posters, flyers and advertisements; so promoting your bring back event is easy. There are many ways to shape a "bring back" program, and we can help you structure a program that makes sense for your business.

## **3. Promote The Clothes Exchange to your customers.**

Display our event marketing materials in your store and promote our event through traditional advertising, electronic marketing and social media. Donate your Seven Days, Burlington Free Press or Vermont Public Radio ad space. Tweet about us; promote us on your Facebook page. We'll provide you customizable templates (posters, flyers, copy, advertisements) so letting your customers know about The Clothes Exchange is affordable and easy.

## **4. Donate an irresistible raffle item.**

The Clothes Exchange raffle features just a hand full of highly desirable raffle items, each with a minimum value of \$500. Consider donating a service, item or gift certificate. Businesses donating raffle items are featured as Raffle Sponsors.

## **5. Make a contribution of cash. Donate your time and expertise.**

Volunteer at our event. Lend us your fashion sense and merchandising expertise. Donations made directly to The Clothes Exchange's beneficiary are tax deductible.

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For more information about sponsorship opportunities for your business, contact us at [info-burlington@theclothesexchange.org](mailto:info-burlington@theclothesexchange.org).