



Zane Beadles Parade Foundation Partners Card FAQs

What is the Zane Beadles Parade Foundation?

[Zane Beadles Parade Foundation](#) (ZBPF) is a nonprofit focused on supporting the journey of young people and their families going through life-changing medical experiences by giving gifts of fun, excitement and joy. Positive experiences can improve patients' quality of life, stress levels and recovery.

The short-term goal of the foundation is to provide experiences to distract our pint-sized warriors from their daily treatments. In the future, we hope to build safe-clean housing around the country for long-term oncology and bone marrow transplant pediatric cancer patients.

Which organization(s) does the Foundation work with?

We're currently working with pediatric cancer patients and their families staying at [Brent's Place](#) located in Aurora, CO. Brent's Place is a leader in bone marrow transplant and long-term oncology housing and programming. Families are provided with a supportive and understanding community, giving valuable relief from the many physical, emotional and financial burdens they face.

What is the Partners Card?

The Parade Partners Card is a 20% discount card customers buy for \$60 and use at participating retailers/restaurants during a ten-day period next year (**October 28 - November 6, 2016**). We ask retailers/restaurants to offer 20% off for the entire ten days with unlimited purchases by the cardholder.

What are the benefits of participating?

The card is a great way to increase foot traffic and boost sales right before the holiday rush. It also helps build reputation in the local community of supporting pediatric patients being treated for cancer.

How will customers know we're participating?

ZBPF will provide signage and advertising of your store's participation online and in the printed brochure.

Who benefits from the Partners Card?

All proceeds from the cards will benefit Brent's Place by building an outdoor Sport Court designed to provide children and their families a recreational space to shoot hoops, play 4 square and have time to simply be a kid and play.

Can more than one store location participate?

Yes, absolutely! The more stores the better.



How many cards do you anticipate selling?

This is the first time we're offering the card in CO. We're estimating to sell 1,500 - 3,000 cards based on the success the program has had in [Dallas](#), [Phoenix](#) and [Atlanta](#).

Can we set exclusions?

Yes, a retailer/restaurant is welcome to list exclusions of items not included in the Parade Partners Card. There will be a section in the directory for these. Examples of exclusions include sale items, furniture, classes, online items, etc.

Will there be media associated with the fundraiser?

Yes, we are in the process of negotiating with KOSI 101.5, 9News, Channel 4, ESPN, Denver Post and 5280 magazine.

When is the deadline to sign up?

October 27, 2016, but you will not be listed in the printed brochure that becomes available September 1, 2016.

How do I sign up?

It is easy to become a participating retailer! Simply visit the "Become a Retailer" section (<http://partnerscard.zanesparade.org/become-a-retailer/>) or contact the Parade Partners Card Administrator at (303) 915-9017 or julie@zanesparade.org.

Who purchases cards?

Anyone who wants to support a great cause and looking for deals at their favorite stores.

How will people access the directory and Parade Partners Cards?

Both will be accessible from the patron's phone via an app.

When/where will the card go on sale?

Cards may be purchased from September 1 to November 6, 2016. Cards will be available for purchase online, from a Partners Card representative or at participating retailers/restaurants.

Are sponsorship opportunities available?

Yes, please visit the "Sponsorship Opportunities" section of the ZBPF website or contact the Parade Partners Card Administrator at (303) 915-9017 or julie@zanesparade.org for more information.