

Equinade Pty Ltd ®
also T/A Pooches n Cream
PO Box 8173, 11 Aster Ave,
Carrum Downs, VIC, 3201.
Phone: +61 3-9775-1290
Fax: +61 3-9775-1292
Email: enquiry@equinade.com
Web: www.equinade.com



Equinade 2022 Club Fundraiser FAQs

What is the Equinade Club Fundraiser?

It is designed to raise money for riding clubs, whilst allowing members to try a range of premium Equinade products. Members and others can purchase a show bag of Equinade sample products at a heavily discounted price. Money from each bag sold goes directly to your club.

Can we sell show bags to people outside our club?

Of course! Equinade is happy for you to sell show bags as far and wide as you like. As long as your club is able to collect the orders and payment, Equinade can provide you with as many bags as you need.

Is there an end date for this Fundraiser opportunity?

The Equinade Club Fundraiser opportunity is ongoing and can be commenced by your club on a date of your choosing within the fundraising period each year (February to November). The final closing date for Club Fundraisers is Sunday 27th November 2022. Each year the contents of the show bag will be reviewed and updated. Pricing may or may not change from year to year in line with production price increases.

Can our club purchase extra bags to use as prizes for competitions and shows?

You most definitely can. We think these would make a great prize!

Can our club purchase extra show bags to sell?

Yes, you can do this if you like.

How much money does our club make?

Each show bag contains a selection of Equinade products with an RRP of well above the \$35 price of each bag (RRP will vary depending on the combination of products). \$10 from each show bag sold goes directly to your club.

What exactly is inside each show bag?

In 2022 each show bag will contain the following inside an Equinade bag:

- Showsilk Shampoo Concentrate 125ml
- Showsilk Protein Conditioner 125ml
- Showsilk Hair Polish 125ml (mini spray bottle)
- Showsilk Mighty Bright 50ml
- Liquid Leather Soap 125ml
- Leather and Saddle Oil 50ml OR Neatsfoot Oil 50ml*
- Coconut Leather Conditioner 30g OR Leather Dressing 30g*
- Hoof Lube 125ml OR Hoof Grease 100g*
- Synthetic Tack Cleaner 50ml
- Heavy Duty Disinfectant 125ml
- Equinade sticker
- Equinade brochure
- Equinade fact sheet booklet (contains information on how to use each product)

*Each bag will contain 10 products, including one of either of these two options.

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Horse & Leather Care Products



Pet Care Products

Can Equinade provide us with advertising material?

Yes, Equinade will provide you with a flyer to distribute to your members, and can also create a club specific social media tile for you to use.

How long does the fundraiser run for?

Your fundraiser can start on whatever date suits your club (this is organised in conjunction with Equinade). We suggest setting a start date and an end date to communicate with members to ensure people place their orders in a timely manner. It is suggested that your fundraiser runs for around 2-3 weeks to maximise time for orders, but encourage people to place their order in a timely manner.

How do members place their order?

Your club secretary (or other nominated person) will be given a form on which they can collect orders. We suggest collecting orders via a simple email with the required information (Name, contact phone number, email, number of bags).

How does the club collect payment for the show bags?

It is up to each club how they would like to organise this. Each club will need to decide if orders are paid for by cash to a nominated person, or if the club has other methods of payment they prefer.

How do we inform Equinade how many show bags we have sold at the end of the fundraiser?

You will already be in contact with us to organise your fundraiser. At the end we have an email with information that we require from you (such as number of bags sold, money collected etc).

How do we send the payments to Equinade at the end of the fundraiser?

Once you have informed us how many bags you have sold for \$35 each, Equinade will send an invoice for payment to your club. This will be for \$25 per bag sold. Your club will automatically retain \$10 from each bag sold.

Example: Your club sells 100 bags at a total of \$3500. Equinade will invoice your club for \$2500. Your club will retain \$1000 of the money collected as fundraising funds.

How will the show bags arrive at our club for distribution?

Once payment of the invoice has been received, Equinade will collate and ship all of the show bags directly to your nominated address. For ease of packaging, bags and literature will be shipped flat on the bottom of the box (already pre-packaged for you). Plastic bags containing the 10 sample products will be shipped on top of the bags and literature, and will just need to be popped inside of the show bags when you hand them out.

Who pays for the show bags to be shipped to our club?

Equinade will pay for all shipping costs as part of our support to your club.

Can show bags be shipped directly to individual purchasers?

No, sorry. Show bags will only be shipped in bulk directly to your clubs nominated address for distribution.