

what the heck is a social store?

Brandize stores add social context to your events. Integrated directly into a Facebook Page or website, your fans can purchase licensed items featuring their own photos to commemorate their participation and/or finish. Products result in physical memorabilia that goes beyond a race day shirt, it is down right bragging rights for your participants! Ultimately, a Brandize store is a great way to increase visibility and revenue for your event(s).

what about the customer experience?

Our Technology is simple & seamless. No complicated virtual design tools, just a few clicks and done.

- 1) Pick a product category from the home page
- 2) Select your product type or model
- 3) Upload your race picture
- 4) Reposition images & other elements if desired
- 5) Preview & place your order!



http://bit.ly/I_AM_SECOND_FUN_RUN

what makes Brandize different (aside from the social awesomeness)?

- **ENDORSEMENT:** Create a community of proud advocates that transcends Facebook Page likes
- **PORTABILITY:** Stores nest within the iframe of your current site & Facebook page for brand continuity
- **MARKETING CONTROL:** You control how and when you promote or market your store
- **SPEED TO MARKET:** Brandize can launch your store in about a day upon receipt of your digital files
- **LOW MAINTENANCE:** We handle all development, processing, manufacturing, billing and reporting
- **TIMELY:** Change store graphics to follow your race schedule
- **RISK FREE:** No inventory commitment, no complicated contracts, no minimums – ever!
- **AVAILABILITY:** Because there is no pre-decorated inventory, merchandise is never out of stock



Product options range from iPhone cases to T-shirts and ship in one-piece increments (decorated here in the good ol' US of A) within 1 business day.

how does it all add up?

1. No upfront cost to develop, launch or manage your store
2. Royalty is paid quarterly on all products sold
3. Together, we create discounts & special offers to help drive sales
4. Flexible pricing to meet your marketing plans & revenue goals

how do we get this thing going?

1. You provide artwork for the banner on the store's home page
2. You provide a logo that you'd like included on the final products
3. You select a merchandise collection from our current product options
4. Deploy your store on your Facebook Page and/or website

http://bit.ly/brandize_2014_catalog