

Gatorade Fundraiser – Frequently Asked Questions

How much do the products cost? 2018 Pricing is as follows: \$1.65 per Gallon Pouch and \$2.75 per 20 oz. Squeeze Bottle.

What is the profit margin for a fundraiser? The overall profit margin will depend on the mix of products sold, but will be in the range of 40-50%, which is inline with national fundraising averages. Individual profit margins by product are as follows:

| <u>Product</u> | <u>Wholesale Cost</u> | <u>Retail Price</u> | <u>Profit</u> | <u>Profit Margin</u> |
|------------------------|-----------------------|---------------------|---------------|----------------------|
| 20 oz. Squeeze Bottles | 2.75 | 5.50 | 2.75 | 50% |
| 1-Gallon Pouches | 1.65 | 2.75 | 1.10 | 40% |

All prices subject to change.

Are there shipping and handling fees? There are no shipping and handling fees for orders over \$500. The following shipping and handling fees apply to smaller orders:

| | | | | | |
|-----------------|------|-----------------|------|-----------------|------|
| 0 - \$99 : | \$10 | \$200 - \$249 : | \$25 | \$350 - \$399 : | \$40 |
| \$100 - \$149 : | \$15 | \$250 - \$299 : | \$30 | \$400 - \$449 : | \$45 |
| \$150 - \$199 : | \$20 | \$300 - \$349 : | \$35 | \$450 - \$499 : | \$50 |

How are the products shipped? All products are shipped via UPS Ground. Your group's primary contact will be notified when products have shipped. Tracking numbers will be provided.

When will the products ship? Products will typically ship within a week after we receive your order. Payment for all products must be made in full prior to shipment.

What are the payment options? Payment can be made to Midpoint Enterprises by check or money order. If you'd prefer to pay by credit card, please call 1-877-464-4286.

Do sales taxes apply? Laws regarding sales tax vary from state to state. Some fundraising groups may be required to collect and pay state and local sales tax. Your state's department of taxation should be able to assist you in this matter. The Association of Fund-Raising Distributors and Suppliers (AFRDS) also has a website devoted to addressing this issue - www.fundraisetaxlaw.org.

Should money be collected when orders are taken? This is entirely up to the fundraising group, but it is recommended that money be collected up front. It should be noted that payment for all products must be made in full prior to the shipment of goods. Some groups choose to collect all funds up front, while others are able to delay collections if they have access to credit lines or other funds in reserve.

Are any sales incentives provided? No. It is our philosophy that organizations can raise the most funds by offering their supporters well known products that: (1) are already purchased and consumed on a regular basis, (2) are competitively priced, and (3) are presented with a compelling story. Our focus is on being the most cost efficient distributor possible. We prefer to provide incentives in the form of the best service at the lowest price.

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How long should a fundraiser last? This is entirely up to the fundraising group. Participants are typically given 2 weeks to gather & submit all orders.

How soon can a fundraiser be started? As soon as your group agrees to have one. Once a signed purchase agreement has been returned to us by either fax or mail, your group is free to download all of the required materials from our website (www.PowderMixDirect.com/fundraiser) and get started at any time.

Why do we need to sign an agreement? It is necessary that a purchase agreement be signed as confirmation of your organization's intent to purchase products for resale as part of a not-for-profit fundraiser, and as proof of your awareness of all terms and conditions that apply.

Where do we send our signed agreement? The signed purchase agreement can be mailed to Midpoint Enterprises, Inc · P.O. Box 997 · Hudson, OH 44236 or faxed to 1-877-468-5773.

Can we have a sales representative give a presentation to our group? Unfortunately we cannot make in person sales presentations due to the fact that we are a national distributor and there is no practical way to cost effectively visit all areas. However, we'd be more than happy to schedule a meeting by phone to address all of your questions and concerns.

What if there is a problem with an order? In the unlikely event that damaged or incorrect products are received, we will arrange for a prompt exchange. Rest assured that any errors or omissions will receive our immediate attention. Customer satisfaction is our highest priority.

Can products be returned for refund? No. All sales are final. However, since orders are taken in advance, the fundraising group's risk of purchasing unwanted products is minimized. To further minimize the risk of unwanted products, money can be collected up-front for all individual orders.

How often can we have a fundraiser? As often as you'd like. Our products are unique in that they are already consumed on a regular basis, and therefore can be offered more than once per year.

Is more information on Gatorade products available? A wealth of information regarding all Gatorade products and the science behind them can be found at www.Gatorade.com. Gatorade is a Smart Choice product. Visit www.smartspot.com to learn how to make more healthy choices.

Is there a minimum group size or a minimum order size? No, there are currently no minimums. However, our products are an ideal choice for groups with a large number of participants, due to the fact that there is a large and established market for the Gatorade line of products.

What if we want to cancel? There are no cancellation fees. The purchase agreement can be terminated at any time by either party, without penalty, by providing formal written notice.

When money is collected who should the checks be made out to? Checks for individual orders should be made out to your organization or an authorized representative of your organization. It is important that you inform your participants that checks should **NOT** be made out to Powder Mix Direct or Midpoint Enterprises. A space is provided on the order forms to indicate who checks should be made payable to.

More questions? Call Toll Free: 1-877-464-4286