

SPALDING GROUP

*The Republican Source
Web • Print • Design*

Campaign Online Store Development Package

A potentially valuable tool in successfully building your supporter base is the creation and implementation of a Campaign Online Store. Spalding Group can develop and maintain a customized online store designed to quickly and easily get campaign products into the hands of your supporters.

Online Store Development

Create and maintain an online store, providing your campaign supporters and website visitors a valued resource to purchase campaign branded specialty items.

Spalding Group will design and develop, for your campaign, a customized, fully integrated online store. The following are included in your online store development package:

- Overall Web Design for store home page, navigational structure, promotional applets
- that matches over all design of campaign website
- Graphic and HTML design for up to six (6) products, includes links to database
- Alteration of navigational and highlight applets
- Photography and digital processing of work for products on the site
- Database development (automated collection of online store customer names and contact information)
- Website security certificate
- Shopping Cart software and setup
- Shopping Cart HTML scripting, coding, configuration and coordination
- Secure, encrypted order downloads

Online Store Inventory and Order Fulfillment

Our approach to product selection is to help you identify products that extend the message of your campaign, while deepening the relationship between the candidate and the potential voter. Your campaign, with Spalding Group's assistance, will select six (6) items from a group of products to be offered for sale through your online store. (Additional products can be added for a nominal fee)

Spalding Group will purchase your online store inventory. The inventory will be warehoused by Spalding Group and accessed by Spalding Group to fulfill all online store orders.

Online Services

Spalding Group will retain the online store revenue and will provide the following services;

- Design selected products to include your campaign logo
- Acquire, handle, and store inventory
- Electronic order processing
- Supply required packing materials and package orders for shipment
- Arrange First Class USPS or UPS Ground delivery with electronic delivery confirmation
- Confirm customer orders through email
- Provide toll-free customer service number
- Customer service, order tracking and handling of all customer issues, (returns, exchanges, problem resolution, etc.)
- Credit card processing (credit card fees included in package)
- Order activity reports including customer name and contact information

Additional Online Store Details

Spalding Group, as necessary, will replenish online store inventory.

Spalding Group will acquire the appropriate online store web-address, such as www.YourCandidateNameStore.com.

Toll free customer service calls will be answered "Customer Service".

Customer credit card statement will read, "Spalding Group - Candidate Online Store".