

ALEX AND ANI®

Interested in hosting a CHARMED BY CHARITY® Event?

- **WHAT IS A CHARMED BY CHARITY EVENT?**

ALEX AND ANI established CHARMED BY CHARITY Events to support non-profit organizations in our local communities. From these in-store events, ALEX AND ANI donates 15% of gross sales* to the organization. The organization and attendees can expect a night of shopping, celebrating, and socializing in honor of the respective charity.

- **WHO CAN HOST A CHARMED BY CHARITY EVENT?**

Any qualifying non-profit organization that can prove they are in good standing, exempt from tax under Section 501(c)(3) of the Internal Revenue Code of 1986 can host a CHARMED BY CHARITY Event.

- **HOW SOON IN ADVANCE SHOULD I REQUEST TO HOST A CHARMED BY CHARITY EVENT?**

Your event application should be submitted to the retail store at least four weeks in advance of the requested date. Your application will be reviewed and you will be informed by the retail store if your event has been approved. Hosts can book an event once every six months or twice a year.

- **WHAT KIND OF FOOD AND BEVERAGE WILL BE AVAILABLE AT MY EVENT?**

ALEX AND ANI will provide refreshments for event guests depending on mall/retail location tenant policies. No alcohol is permitted on the premises.

- **HOW MANY PEOPLE ARE REQUIRED TO ATTEND?**

Your organization is required to invite a minimum of 70 people to your event.

- **HOW DO I INVITE PEOPLE TO MY EVENT?**

ALEX AND ANI will provide a custom, co-branded e-vite promoting the event that may be distributed via email and/or through your organization's social media channels.

- **WILL THE RETAIL STORE CLOSE TO THE PUBLIC DURING MY EVENT?**

The ALEX AND ANI retail location will remain open to the public during the event and will not host more than one CHARMED BY CHARITY Event per day.

- **WHAT IF SOMEONE I INVITE CANNOT MAKE MY EVENT? CAN THEY PURCHASE AT A LATER DATE?**

Only purchases that are made in the store during your CHARMED BY CHARITY Event will benefit your organization. Cash or credit can be used as payment during your event. Purchases cannot be made over the phone.

- **WHEN SHOULD I ARRIVE AND WHAT SHOULD I BRING?**

The host of the event must be present 30 minutes prior and during the entirety of the event. The host can bring marketing materials and banners to promote their organization.

- **WHEN WILL MY ORGANIZATION RECEIVE A DONATION CHECK FROM THE SALES OF THE EVENT?**

The check for your donation will be mailed to the address on the event application 45-60 business days after your event.

PLEASE CONSULT YOUR LOCAL RETAIL STORE FOR ADDITIONAL GUIDELINES THAT MUST BE FOLLOWED TO HOST A SUCCESSFUL CHARMED BY CHARITY EVENT.

Victoria - The Gardens Mall
561-630-3109

Robin - Boca Raton
561-962-0172

WITH LOVE,

YOUR ALEX AND ANI TEAM

*exclusions apply. ©2018 ALEX AND ANI, LLC