



Program Rules

Please review this information and acknowledge that you understand it.

- Inform your staff about the free sleeves and where they will be stored so that they can restock as you use them.
- Start using them immediately and keep using them until they are finished.
- Do not mix the free (advertising sleeves) with your sleeves.
- Never mix advertising sleeves from past campaigns with new campaigns
- If you have leftover sleeves from a previous campaign then we need to remove these before giving you the sleeves for a new campaign. This is why it is important for you to only take enough sleeves to last the length of a campaign.
- The sleeves are for your use. Do not move share or put them away for later use.
- Every one is welcome in the program. If you know of another café that needs sleeves, just tell us and we will supply them too.
- You are not obligated to take every campaign. If you decide not to participate in one campaign then we will contact you again for the next campaign. You will stay on our list so don't worry.
- If any other company approaches you to receive free sleeves please inform us immediately at 1-877-528-2237.

If you do not adhere to the rules then your café will be suspended until we can review the rules and ensure that you understand them moving forward. When the program does not run as promised to the client then Fairway is in jeopardy of not receiving payment and if that happens then free sleeves will come to an end for all cafés. Please respect that we are running a business, just like you and we need your cooperation to grow and prosper so that you receive a constant supply of free sleeves whenever we have an advertiser in your market.

Nancy Green
Fairway Media Sales
604-472-1977
Café Hot Line 1-888-292-0293