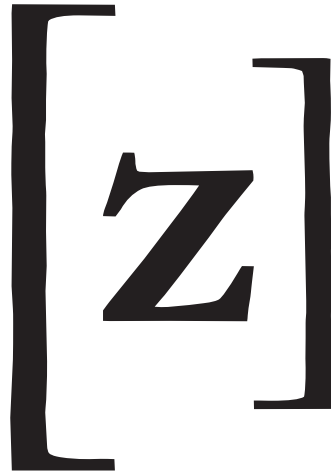


Pridetag[z] is dedicated to its mission to increase school, community and personal pride. When you feel as though you belong to something greater than yourself... pride becomes a part of you.

We have created a plan to help your group
raise money for your school, group and your community.



Pridetagz™

**pride
made
personal**

FUNDRAISING INFO PACKET

Your HS and/or Fundraiser

Pridetagz™

pride
made
personal



Basic Fundraising

On the following page is the collegiate fundraising which is how our program would start with your high school. From there we can discuss production of actual school tags that represent your school colors.

The cost per set is \$20 dollars. Pridetag[z] can use the school's main colors on their tags. Ordinarily we will take the school's main two colors and have one tag as one color and the second tag as the other. Out of the \$20 dollars the school fundraiser or the school itself will keep a minimum of \$5 as their fundraiser depending on quantity, or they can choose to donate all or a portion to the Pridetag[z] charity fund. Depending on quantity pridetagz will give more money back to the school. The tags at this point will not be embossed.

Also note that if a student/parent/teacher/alumni choose to personalize their set it is included in the price. They fill out the order form and send it to pridetagz and an extra personalized tag will be sent out direct to the purchaser at no charge.

**Also note that on the non-personalizable tag Pridetagz will emboss the school name on this tag.*

What is Pridetag[z]?

Pridetag[z] is a new kind of branded merchandise. Not only are Pridetagz unique and fresh, but their main concept is to take SCHOOL PRIDE further, make students, alumni and fans feel as though they are part of something larger.

Pridetagz was created with the philosophy that we as a society look for things in the world that make us feel like we are doing something more.

When we feel as though we are part of something more than ourselves we take ownership and pride in our actions... Hence, **pridetagz™**

What makes Pridetag[z] unique?

Pridetag[z] is an inexpensive cross between a class ring and the livestrong bracelet concept. Approximately one dollar of every tag sold goes to charity. Pridetagz has created a charity fund that at the end of the year will disperse funds to select charities and list these on our website at that time.

Pridetagz offers the ability to add personalization. You can put their name, graduation year, favorite quotes, nicknames...etc.

What comes in a set of Pridetag[z]

Each set of Pridetag[z] comes in a black jewelry box that includes our **Certificate of Responsibility** that tells what it means to own a set of Pridetag[z]. On this certificate is the story behind the tags. Also in the box is the order form for the personalization of tags (How this works will be discussed when the program is set up). Once collected, the order forms will be fulfilled by pridetagz and sent out to the owner. The actual product is two all American made stainless steel dog tags that are individually silk screened with a special pridetagz design on one tag and the school's main color on the other tag. The second tag is personalized when customer orders personalization. These dog tags come with a 27 inch and a 4.5 inch stainless steel ball chain, and two rubber silencers.

Learn more about us @ www.pridetagz.com

Or feel free to contact our president, Anthony Russo @ 919.636.5892 or via email @ arusso@pridetagz.com with any questions.