



The logo for Cultivate Student Organization is centered on a large blue shape that resembles a stylized leaf or a drop. The word "cultivate" is written in a white, lowercase, sans-serif font, with a small graphic of three white circles above the 'i'. Below it, the words "STUDENT ORGANIZATION" are written in a smaller, white, uppercase, sans-serif font. The entire logo is surrounded by a collage of black and white photographs and colorful geometric shapes (orange, green, blue, and white squares and circles). The photographs show students in various settings: two students working at a desk, a group of students posing together, a student speaking into a microphone, two students holding signs that say "cultivate", and a group of students working together at a table.

# cultivate

STUDENT ORGANIZATION



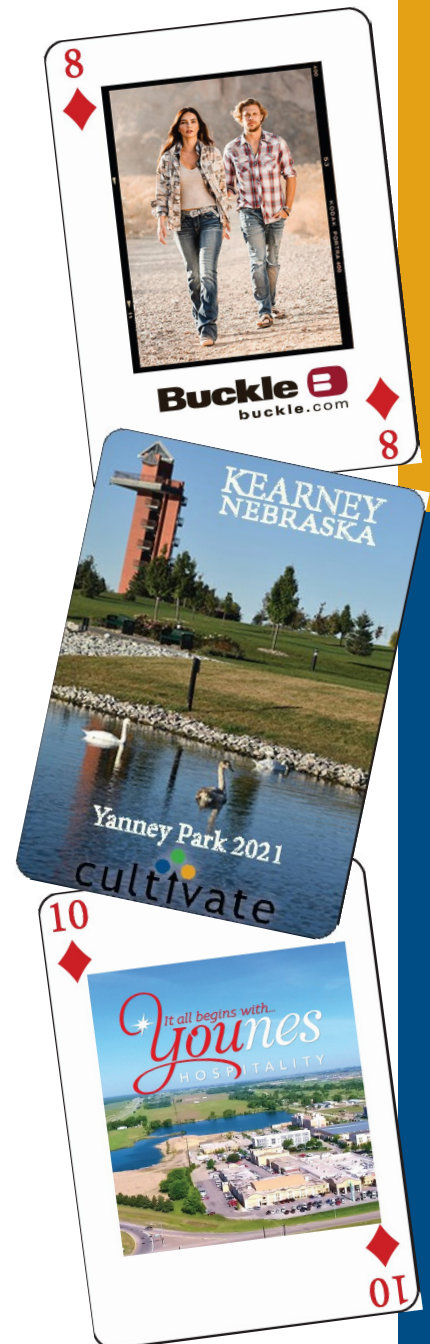
## Cultivate Playing Card Fundraiser

Reserve your Playing Card ad space today! The Cultivate Student Organization of the University of Nebraska at Kearney invites you to participate in a unique promotional opportunity. Cultivate is launching a fundraiser in Fall 2021 and it will be an ongoing promotional tool. You may purchase ad space on the playing cards that will promote your business for years to come!

These customized playing cards will be distributed via local businesses and the Cultivate organization. The cards make great souvenirs and gifts; additionally, they could become available for "welcome" packages when people move into the area. Your business will receive a great deal of exposure by advertising in the decks and will also be supporting an organization dedicated to helping small businesses.

To the right are examples of what these cards may look like. We are asking you to purchase an advertisement on a card or multiple cards. The price schedule is shown on the attached form. The ads will be sold on a first-come, first-pay basis. To order your ad, you will need to complete the contract and either email it or mail it to the address on the form.

If you have any questions about this fundraiser, please contact the UNK Center for Entrepreneurship & Rural Development at 308-865-8199 or Jordan Schnell at [schnellj@lopers.unk.edu](mailto:schnellj@lopers.unk.edu). Reserve your ad space before the cards are gone!



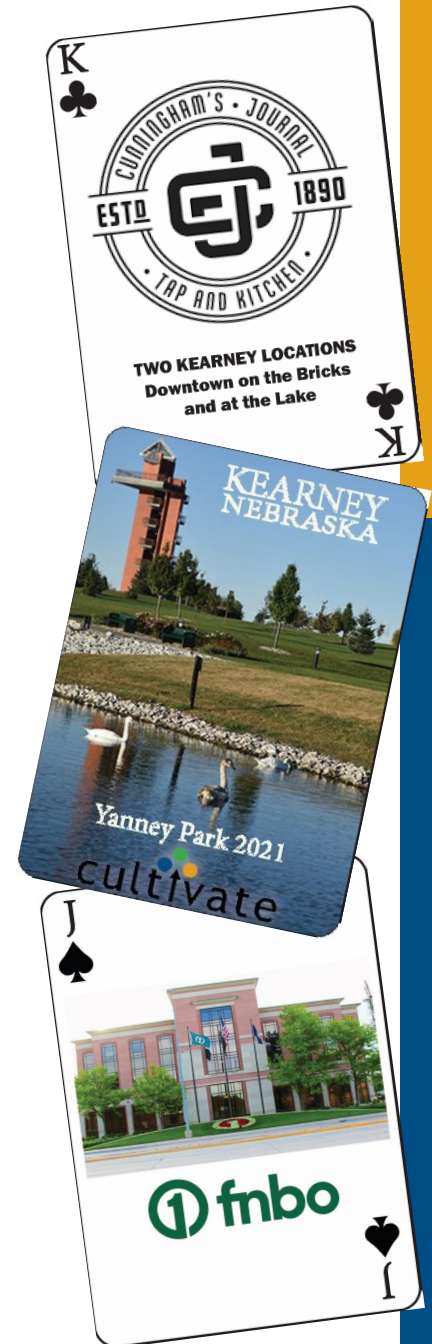
# cultivate

STUDENT ORGANIZATION

## What is Cultivate?

**Cultivate** is a student organization at the University of Nebraska at Kearney which desires to support entrepreneurs and small businesses on a local to global scale. Cultivate accomplishes this task in two ways: **empowering student entrepreneurs** and **collaborating with small businesses**. Cultivate empowers students to be valuable, problem-solving members of their workplace. Additionally, resources and guidance are available to student entrepreneurs who desire to start their own business. Cultivate **partners with local businesses** to help them **solve problems** they are currently facing. A real-world problem the business is currently facing is pitched to the group, ideas are brainstormed, and a report of **potential solutions** are pitched to the collaborating business. This process allows students to **network** with the **community**, while providing fresh solutions to a small business. Cultivate members will collaborate with not only area businesses, but also do likewise with study abroad trips to **global small businesses**. We additionally have a program in place to teach the same process to high school students in their respective community.

The vision of UNK Cultivate is to establish itself as a professional and recognized link between the University and the surrounding Kearney business community, as well as a resource for entrepreneurs and students from diverse programs.





CARD					All Four	All Four w/Discount
<b>Ace</b>	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000	\$ 3,500
<b>King</b>	\$ 750	\$ 750	\$ 750	\$ 750	\$ 3,000	\$ 2,500
<b>Queen</b>	\$ 750	\$ 750	\$ 750	\$ 750	\$ 3,000	\$ 2,500
<b>Jack</b>	\$ 750	\$ 750	\$ 750	\$ 750	\$ 3,000	\$ 2,500
<b>Joker</b>	\$ 1,000	\$ 1,000			\$ 2,000	\$ 1,750
<b>10</b>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000	\$ 1,750
<b>9</b>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000	\$ 1,750
<b>8</b>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000	\$ 1,750
<b>7</b>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000	\$ 1,750
<b>6</b>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000	\$ 1,750
<b>5</b>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000	\$ 1,750
<b>4</b>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000	\$ 1,750
<b>3</b>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000	\$ 1,750
<b>2</b>	\$ 500	\$ 500	\$ 500	\$ 500	\$ 2,000	\$ 1,750

Please circle the desired card for ad placement. **Total Amount Due \$** \_\_\_\_\_

To purchase advertising with the Playing Card Fundraiser, please complete the order form at the bottom of this sheet. The advertising contract included should be retained for your records. All artwork must be emailed to Jordan Schnell at UNK Cultivate at schnellj@lopers.unk.edu. The advertisement must meet the following requirements:      Size: 1.6875" x 2.8125"

Acceptable Formats: Vector Art—.eps, .ai, or .pdf

Non-Vector Art—.tif, .psd, eps, .jpg, .bmp with a minimum of 300 dpi

BUSINESS NAME(S) \_\_\_\_\_ CONTACT \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_ CELL \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

I/WE AGREE TO PAY THE AMOUNT DUE \_\_\_\_\_ DATE \_\_\_\_\_

**MAKE CHECKS PAYABLE TO: Cultivate Student Organization**

**Memo: Card Fundraiser**

## Terms and Conditions

1. ADVERTISING. The advertiser shall purchase the advertising at the rate listed.
2. POSITIONING. Except as otherwise expressly provided in the contract, positioning of advertisements in UNK Cultivate Custom Playing Cards is at the sole discretion of the UNK Cultivate Committee and will be determined on a first-pay basis. Advertiser acknowledges that the UNK Cultivate Student Organization has not made any guarantees with respect to usage statistics or levels of impressions for any advertising. Any information collected by the UNK Cultivate Student Organization, or its site vendors, relating to users or Advertiser's site (including and without limitation any personally identifiable transactional data, secure data, or demographic information relating to users of the site), shall be property of the UNK Cultivate Student Organization, and Advertiser shall not obtain any rights in such information by virtue of this agreement.
3. ACCEPTANCE OF ADVERTISEMENTS. The UNK Cultivate Student Organization may, at its sole discretion, reject any advertisements.
4. CANCELLATION. Campaigns cancelled more than fourteen (14) days before the scheduled deadline of the campaign are subject to a 25% cancellation fee. There are no cancellations once the deadline has been reached.
5. INDEMNIFICATION. The Advertiser agrees to defend, hold harmless and will indemnify the UNK Cultivate Student Organization from all damages, costs, and expenses, of any nature whatsoever, including but not limited to reasonable attorneys' fees.
6. COPYRIGHT. All advertising, which represents the creative effort of the UNK Cultivate Student Organization and/or the utilization of creativity, illustrations, labor, composition, or material furnished by it, is and remains the property of the UNK Cultivate Student Organization, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize reproductions, in whole or in part, of any such advertising.
7. PAYMENT. The Advertiser shall make payment at the time of contract at the billing date indicated on the invoice provided by the UNK Cultivate Student Organization. In the event that the order form is not accompanied by sufficient payment, the UNK Cultivate Student Organization shall be relieved of its obligation to perform the advertising services under this Contract and the full of the contract shall immediately become due and payable by Advertiser.
8. REJECTION OF ADVERTISEMENT. UNK Cultivate Student Organization reserves the right to not run any advertisement that is received and that is not in accordance with the UNK Cultivate Student Organization's policies.
9. LIMITATION ON LIABILITY. Advertiser assumes all liability for content of advertising, and agrees to hold harmless, and will indemnify the UNK Cultivate Student Organization from all claims, losses, judgments, and damages arising there from. Liability for typographical errors, wrong insertions, late publications, and/or non-publication, non-performance due to Acts of God, as well as all other matters Advertiser might raise relevant to this contract, is limited to the amount charged to the Advertiser by the UNK Cultivate Student Organization for the applicable advertisement.
10. FORCE MAJEURE. Each party hereto shall be excused from liability to perform its obligations hereunder where such failure results from delays caused by Acts of God, fires, floods, strikes, work stoppages, controls or regulation of federal, state, or local governments, or other causes beyond its reasonable control.
11. ASSIGNMENT. This Agreement may not be assigned or transferred by the Advertiser.
12. It is expressly agreed that neither Advertiser, nor the UNK Cultivate Student Organization shall disclose in any manner the terms and conditions of this Agreement to anyone not a party to it.
13. This Agreement is governed by the laws of the State of Nebraska.
14. By signing below I certify that I am the owner or authorized representative of the Advertiser.
15. The advertiser has read and agrees to the Terms and Conditions by the signature below.
16. This agreement is fully executed upon the acceptance by both parties.

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Signature of Advertiser

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Date

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Signature of UNK Cultivate Team Member

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Date