



Cornelius “Good Neighbor” Program

We contribute to the betterment of each community we serve by working with Homeowners Associations in a partnership we call Cornelius “Good Neighbor” Program. The partnership offers benefits for homeowners, their associations, the larger community and Calloway’s. Joint activities dovetail into the typical monthly newsletters, Web postings, and selection of “Yard of the Month” winners, etc.

Benefits

Neighborhoods that participate enjoy the following benefits sent forth by Cornelius:

- Expertly-written monthly garden tips forwarded in a timely fashion for submission into your neighborhood communications (newsletters and websites).
- Monthly gift certificates provided as awards for “Yard of the Month” winners.
- Special savings coupons offered only to residents living in the associations’ neighborhoods.

Guidelines for participation

Participating associations shall:

- In newsletter or Web pages, when announcing winners of the neighborhood “Yard of the Month” program, note that Cornelius is the exclusive sponsor of this activity.
- Publish the “Good Neighbor” special savings coupon monthly in the neighborhood newsletter or on the association website.
- Publish “Cornelius Garden Advice-- Tip of the Month” in your newsletter or on your website. And give credit to Calloway’s in the byline.
- Utilize Cornelius “Yard of the Month” yard signs, placing them in the yard of each winner.

Please forward the attached form to your Homeowners Association and ask them to join with us in the “Good Neighbor” program.

“Good Neighbor” Program Application

Applications for the 2012 “Good Neighbor” Program will be accepted through January 31, 2012. All applications submitted after this date will be eligible for enrollment in our 2013 program.

Membership Requirements:

All participating HOAs must have at least 100 homes in the association in order to qualify for membership to the “Good Neighbor” program. All HOA are required to agree to the following items – where applicable:

(Check all areas in which you are able to participate)

_____ HOA website (publish monthly coupon link and/or post monthly tip article, host link to the company website) – when applicable

_____ HOA newsletter (monthly or quarterly - print ‘monthly tip’ article) – when applicable

_____ Distributes welcome packages to new residents (including flyer with savings offer) – when applicable

_____ Agree to place sponsoring “YARD of the Month” sign in winner’s yard each month.

Each month HOA will be asked to submit the following information *prior* to any Gift Cards being issued:

Completed “YOM Winner Submission Form” (provided upon acceptance to program)

Copy of the latest newsletter (where applicable)

Photo(s) of the YOM winner from previous month (these may be submitted digitally)

HOA information:

*HOA Name: _____

HOA Website: _____

*HOA Location: _____

*Contact Name: _____

*Address: _____

*City: _____ ST: _____ ZIP: _____

*Phone #: _____ Fax #: _____

*Email: _____

* ***Required fields***

Please answer the following questions:

1. Does your HOA distribute?

Newsletters: _____ yes _____ no _____ monthly _____ quarterly

Welcome Packets: _____ yes _____ no

2. Number of homes in association: _____

3. Store location preference: _____

4. Program length: 6 months _____ 12 months _____ Other: _____

Describe: _____

Please complete the following information and return, via fax to: 817.302.0031

Attention: Good Neighbor Program or email to: hoa@calloways.com or ggray@calloways.com

Office use only:

Agreement & files sent: _____ Date received: _____

Mailed: _____

Completed by: _____