



Founder's Club

FAQ

(Yeah, it's the nitty-gritty, important stuff you need to know.)

HOW DOES THE FOUNDER'S CLUB WORK?

- You make an agreement to invest \$1,000 in the Wallingford Village Market, LLC (dba The Village Market), and in return you will receive store credit in the form of a coupon book.
- The investment is just that—it is not a purchase nor is it refundable.
- If you have a bigger family or just want to support the Market at a higher level, you'll get a \$1,200 coupon book for each \$1,000 invested.
- You can use, gift, or share your coupons in any way you'd like, except to exchange them for cash at the Market, where they have no cash value (but there will be so much great stuff to use them on!).

ARE THERE ANY OTHER BENEFITS?

- In addition to a return on your investment of approximately 10% a year in the form of store credit (20% total ROI), all purchases made with Founder's Club coupons will be eligible for the Market's 3% cash discount.
- Your name in lights! OK, maybe not lights, but definitely on display, along with other Founder's Club members. If you prefer not to be publicly acknowledged, just let us know and your secret will be safe with us.
- As an additional thank you, all Founder's Club members will be invited to a sneak-peek pre-opening reception!

CAN I USE MY CREDITS ALL AT ONCE?

- Although you will not be able to "spend ahead," you can accumulate unused store credit over time—so you'll never lose your credit if you don't make it to the Market during a particular month.
- Your coupons will not expire as long as we stay in business (which we intend to do for a long, long time).

WHAT IF I SPEND MORE (OR LESS) THAN \$50 IN A VISIT?

- If you have a large purchase and want to pay with a combination of Founder's Club coupons and a credit card, the coupon portion of the sale will still receive the cash discount.
- If you use a coupon for a smaller purchase, the balance of the coupon value will be noted on the coupon by store staff when your purchase is rung up.

WHAT IF I CHANGE MY MIND OR CAN'T USE MY CREDITS?

- The Founder's Club is a commitment that, once, made, can't be changed or undone.
- The only return on the investment is in the form of coupons for store credit, and coupons cannot be redeemed for cash.
- That said, once you have your coupon book it's yours to use as you see fit. Of course, we hope you will use it in the Market, but you are welcome to gift or sell any or all of your coupons to friends and family, or donate them to area charities for use in raffles, door prizes, or what-have-you.

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WHAT IF I LOSE MY COUPON BOOK OR ONE OF THE COUPONS?

- Our best advice is...don't. Please keep your coupon book in a safe place (but maybe not so safe that you can't remember where you put it).
- And keep in mind, while coupons can't be replaced if they are lost, they don't expire. So if they turn up later, you'll be able to use them, no matter how long it takes.

OKAY... IS THERE A CATCH? RESTRICTIONS?

- You mean is there anything at the Market you can't purchase with the coupons? Nope. Basically, if we sell it, you can buy it.
- OK, there is *one* thing you can't buy with your store credit, which is...store credit. Coupons can't be used to buy gift cards.
- But really, that's it! We are so happy to have our Founder's Club members onboard, and we don't want to make it hard or complicated for you to use your coupons.

I'M SOLD! WHAT DO I DO NEXT?

Wonderful! We appreciate your support and are happy to welcome you to the Founder's Club. The next steps are:

- Download and fill out the Founder's Club signup form.
- Print it out, make sure everything's in order, and sign it.
- Send it in to the address on the form along with your check for \$1,000 (or whatever multiple you want).

Once we receive your form and payment, we'll be in touch with updates and news, and of course, at the right time, an invitation to our Founder's Club sneak peek reception.

See you at the market!