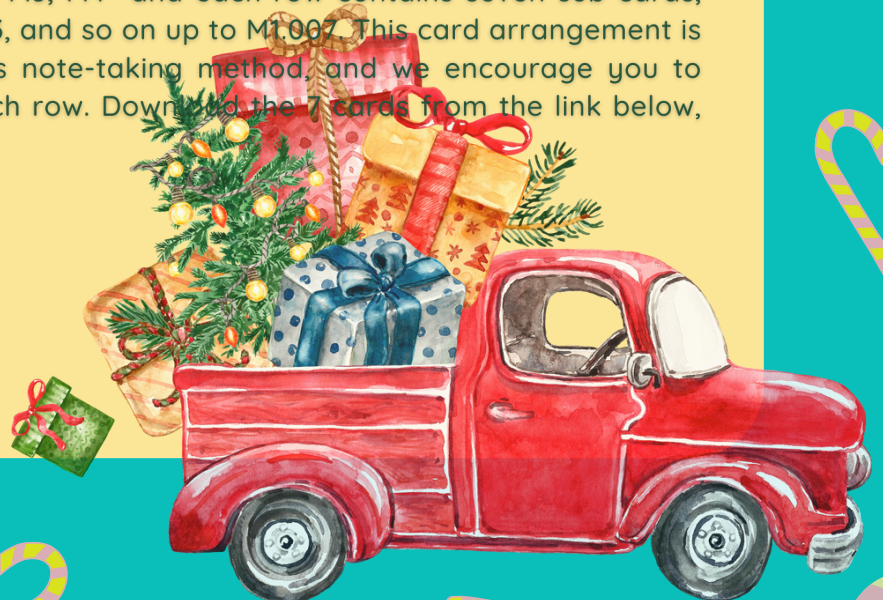


MERRY CHRISTMAS

I2.006:

*Local Retailer (Toy
Store/Bookstore)*

We're now organizing HUNTER's CARDSET using the letters M.A.T.R.I.X. Each letter has four rows—M1, M2, M3, M4—and each row contains seven sub-cards, labeled M1.001, M1.002, M1.003, and so on up to M1.007. This card arrangement is inspired by Niklas Luhmann's note-taking method, and we encourage you to create your own cards in each row. Download the 7 cards from the link below, and let's build them together!



I2.006: Local Retailer (Toy Store/Bookstore).

Subject: Put Tippecanoe on the Map with HUNTER Cards - Your Store is the Key!


Dear [Name],


Your store is where magic happens. You've built a place that sparks joy and wonder in children and parents alike, and it's clear that your passion for childhood development is reflected in every corner of your shop. That's why we want to work with you to bring HUNTER Cards to life in Tippecanoe and beyond.


HUNTER, born right here in Tippecanoe at Franciscan Health Lafayette East, created these cards when he was only five and a half years old. Now, as a fourth grader, his vision is to bring this tool of creativity and learning to families everywhere. We'd love for your store to be the place where that journey begins.



Here's what we can offer you:


 **Boost Your Business:** HUNTER Cards will drive more foot traffic to your store. You'll be the exclusive partner for in-store demos, offering families a hands-on experience that will keep them coming back.

 **Host Exciting Events:** We'll provide everything you need to host engaging workshops and events, giving children and parents a chance to create, play, and learn with HUNTER Cards right in your store.

 **Exclusive Sales Bonuses:** For every HUNTER Card sold, you'll earn commissions and bonus inventory to expand your educational offerings at no extra cost. This will make your store the go-to place for early learning tools.

Plus, as we expand HUNTER Cards to 3,300 counties, your store will be known as the one that helped launch this global movement. We're also partnering with the Museum of Leaf Cards in Southern France, making this an international adventure that starts right here.

Let's make your store the epicenter of creativity in Tippecanoe!



"One small step for man, one giant leap for mankind" - much like Neil Armstrong, who took his first step at Purdue University, we're setting out on something monumental, and we hope to have you on this journey with us.

Visit us at:

 www.matrixkidscards.co

 www.matrixkids.org

Best regards,

Matrix Kids Cards

Co-Founded by a PhD graduate from Purdue University, and HUNTER, the fourth-grade creator of the cards, born at Franciscan Health Lafayette East!

**YOU
ARE
LOVED**



*Attachment:
Retail Partnership
Agreement – Exclusive
Store Collaboration*



12.006: Local Retailer (Toy Store/Bookstore)
Attachment: Retail Partnership Agreement -
Exclusive Store Collaboration

Overview of Collaboration

This agreement outlines a partnership between Matrix Kids Cards and the designated Local Retailer (Toy Store/Bookstore). The objective is to establish a strong in-store presence for HUNTER Cards, positioning your store as the exclusive retail hub for this innovative early childhood education tool in Tippecanoe County.

Roles and Responsibilities


- **Exclusive Product Display:** Create and maintain a prominent in-store display for HUNTER Cards, featuring sample card packs, demo units, and promotional materials.
- **In-Store Promotions and Events:** Host HUNTER Cards-related events such as card design workshops, product launch events, and educational demonstrations to engage customers and increase foot traffic.
- **Retail Distribution:** Manage the sales and inventory of HUNTER Cards, ensuring consistent availability of products for your customers.
- **Community Engagement:** Collaborate with local schools, libraries, and educational centers to promote HUNTER Cards and organize joint events aimed at engaging families and educators.



Key Objectives

- Increase sales by leveraging the growing popularity of HUNTER Cards and aligning with the needs of parents and educators looking for creative, educational products.
- Build community loyalty by positioning your store as a hub for early childhood education tools and a center for educational events in Tippecanoe County.
- Create a replicable retail model that can be expanded to other counties as HUNTER Cards grow nationwide.

Benefits of Partnership

- **Exclusive Retail Rights:** Your store will be the exclusive retailer for HUNTER Cards in Tippecanoe County, driving more traffic and increasing sales opportunities.
 - **Increased Visibility:** Your store will be featured in HUNTER Cards' promotional campaigns, local events, and online marketing efforts, boosting your brand's reputation as a leader in childhood education.
 - **Collaborative Growth:** As HUNTER Cards expand to 3,300 counties nationwide, your store will be a flagship example, providing you with long-term growth opportunities and recognition.
- 



Term of Agreement

This preliminary agreement forms the foundation of our retail collaboration. The formal retail partnership agreement will be finalized and signed upon review by all relevant parties.

We are excited to collaborate with you and make your store the epicenter of early childhood creativity in Tippecanoe!

