MEMORANDUM OF UNDERSTANDING
on
Windsor Center Gift Card program with First Town Downtown Inc

This document is to provide a statement of commitment between First Town Downtown Inc and _____ (merchant).

First Town Downtown Inc agrees to:

- Provide, free to merchant, a terminal to accept Windsor Center gift cards, if needed. (Merchant may choose to integrate credit card services into the terminal, use the virtual terminal, or the mobile app instead). Terminal will be available for use at merchant's location as long as merchant is a member of the gift card program and a member of First Town Downtown.
- Design, buy and provide, free to merchant, an unlimited supply of Windsor Center gift cards for use at their location
- Promote the program through various marketing methods which may include social media, press releases, website, email newsletters, print ads, etc
- Design, print and provide, free to merchant, marketing materials to promote the program

Merchant agrees to:

- Sell, load and accept Windsor Center gift cards for a minimum period of one year
- Display provided marketing materials during that time in a highy visibles location(s)
- Assist in promoting the gift card program using merchant's existing marketing methods incuding social media, email, website, etc

First Town Downtown Inc and merchant will have the right to extend the commitment further at terms reasonable to everyone. The details of this program may change without notice.

This agreement is entered into as of the _____ day of _____ 2025.

_____ Signature
Debra DeLucia
Main Street Manager
First Town Downtown Inc

_____ Signature

_____ Name (printed)

_____ Company Name

_____ Address in Windsor Center