

**W DAY MERCHANT PARTICIPATION FORM**

OCTOBER 16, 2015

W Day—the UW’s annual birthday celebration and a part of Homecoming—is an opportunity for Huskies far and wide to show their purple pride. While the event started in 2011, it has grown into a tradition that attracts thousands of people, including students, alumni and community members.

This year, W Day will take place on Friday, October 16. Businesses around Puget Sound are once again invited to join the celebration and show their support of the UW by offering special value to UW fans that patronize their business on W Day while wearing purple or officially licensed UW apparel.

Special W Day offers should be available during the full hours of operation on W Day, although “while supplies last” may be stated. It is acceptable to offer a discount on the purchase of merchandise but this should be very significant—more than offered in regular sales cycles.

If you would like to participate, please return this form by **Friday, September 25**. Please send completed form to Chantel Allbee at [chantelg@uw.edu](mailto:chantelg@uw.edu) or Chantel Allbee / University Marketing & Communications / Box 359520 / 4333 Brooklyn Ave NE, Seattle, WA 98195.

Questions? Call Chantel at 206-543-1867.

<b>Company</b>	
<b>Address</b>	
<b>Contact Name</b>	
<b>Contact Phone</b>	
<b>Contact Email</b>	
<b>Multiple locations?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Other locations:</b>	

<b>Please enter the full details of your W Day offer using the language that you would like to have on all promotional materials:</b>		
<b>Please send us:</b>	# ____ W Day Posters  # ____ W Day Employee Buttons	
<b>Signature</b>		<b>Date</b>