

# BRICK & STONE

G R A P H I C S

[www.brickstonegraphics.com](http://www.brickstonegraphics.com)

## *With Every Order...There Is a Story*

Brick & Stone Graphics strives to meet the needs of each customer we are in contact with. We consider each order very special. Over the years we have found that behind every order placed there is a story. Whether it is with a custom stone for a special pet that has passed away, an engraved honorary stone as a gift for a loved one or a brick fundraising campaign for your organization, Brick & Stone Graphics assures that you will be pleased with the craftsmanship of your order. The great reward in our company is to know that through our products people find closure and healing in their loss, recognize and honor special family members or friends and help legacies and memorials live on forever. We take each order and give it our very best knowing that customer service at Brick & Stone Graphics is “not a department, but an attitude.” Give us a call or email and let us help you tell your story. In this packet you will find information not only for our Brick Fundraising Program but for all of our great products!

At Brick & Stone Graphics, we offer a variety of logos for your engraving needs. If you have a question about one of our logos or would like to request an image you do not see on our logo sheet, please email or give us a call. We have more logos in stock that are not on the logo sheet. Custom designs are subject to a one-time minimum design fee of \$75.00. We are proud to offer Sandblasting as our preferred method of engraving, because of its durability. Sandblasting allows us to engrave deep into the aggregate of the stone. We engrave on clay bricks, concrete pavers and many other concrete or stone products.

### ***There is no minimum order required.***

Our goal is to make your fundraising project very profitable and easy for your organization as well as providing a variety of custom designed products for any occasion.

***We look forward to hearing from you!***

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G R A P H I C S

## PRICES FOR THE ENGRAVED BRICK FUNDRAISING PROGRAM

Our engraved prices include Pavestone Pavers brick and engraving cost, but do not include shipping and tax

### Engraved Brick Prices

No minimum quantity required

Size	Lines	Characters/Spaces	Logos	Price
4x8 Brick	3	16 per line	0	\$25.00
4x8 Brick	3	13 per line	1	\$25.00
8x8 Brick	7	16 per line	0	\$37.00
8x8 Brick	7	13 per line	1	\$37.00
12x12 Brick	10	20 per line	0	\$65.00
12x12 Brick	10	17 per line	1	\$65.00
12x24 Brick	11	(Horizontal) 48 per line	0	\$130.00
12x24 Brick	11	(Horizontal) 45 per line	1	\$130.00
12x24 Brick	22	(Vertical) 23 per line	0	\$130.00
12x24 Brick	22	(Vertical) 20 per line	1	\$130.00
24x24 Brick	22	49 per line	0	\$260.00
24x24 Brick	22	46 per line	1	\$260.00

Custom designed logos incur a minimum design fee of \$75.00.

Prices for other products will be \$85.00 per square foot for Brick Graphics stone and \$75.00 per square foot for customer stone.

Formula for estimating how many bricks you will need for your project: 4

$\frac{1}{2}$  4x8 bricks = 1 sq. foot 4.5 x # of sq. feet = total # of bricks needed

**Prices will be effective on all engraved bricks sales campaigns and add-on campaigns after October 1, 2022.**

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G R A P H I C S

*We look forward to hearing from you!*

## FUNDRAISING PLANNER

Brick & Stone Graphics offers an innovative fundraising concept with a simple plan to help your organization get its campaign started. The Brick Fundraising Program offers several options. The choices made by you and your planning committee will help us customize the campaign to your specific needs. This planner provides information to help with these decisions. Once you have completed these pages, please mail or email them to us. Upon receipt, we will open your account and start creating your proofs.

Our generic order form is also available in a customizable word format. We will be happy to get you started with a custom form. If you wish to receive it by email, please provide your email below and check the appropriate box. You can design your own order form.

The name of the organization sponsoring this campaign: \_\_\_\_\_

Are you tax exempt? Yes \_\_\_\_\_ No \_\_\_\_\_

*(If so, we will need a copy of your tax exemption form for your file before we begin production)*

The contact person who will work with Brick & Stone Graphics and receive orders from your clients:

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Will the contact person change each year or each campaign? Yes \_\_\_\_\_ No \_\_\_\_\_

*\*We will need this form completed each time the contact person (Campaign Coordinator) changes.*

Shipping Address: \_\_\_\_\_

*(Must be a street address, not a post office box)*

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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G R A P H I C S

There are two types of bricks available – *thin or thick*. The engraving price of thin or thick brick is the same. Available colors of bricks can be viewed on our website.

## Thin Brick: 4"x8"

Currently, the color available and in stock for new fundraisers is **Havana Red**. These thin bricks can be installed on an existing wall or over existing concrete sidewalks. Coordinating (*cream color*) 12"x12", 12"x24", and 24"x24" tiles are available.

## Thick Brick: 4"x8"

Colors include: **River Red, Pewter** and **Terra Cotta**.

All of these offer a choice of larger bricks 8"x8", 12"x12", 12"x24", and 24"x24" available in the same color and thickness as the 4"x8" bricks. All of our Pavers are made by Pavestone Pavers.

12"x 24", and 24"x 24". The 12"x 24" and 24"x 24" tiles are made by placing the appropriate number of 12"x 12" tiles together with no grout between them.

If your organization already has bricks, please provide samples of the brick so we can verify that they are suitable for engraving. The engraving price is the same whether we use your bricks or ours.

If we are matching an existing installation, please bring one of your previous bricks to us, so we can match font and font size.

Our brick choice are: \_\_\_\_\_ thin bricks \_\_\_\_\_ thick bricks

Our color choice is (refer to the above list): \_\_\_\_\_

Your organization must decide how much to charge for each brick.

Refer to our Price Sheet for the most current price information. The price you decide on should include the cost of installation, shipping and miscellaneous expenses (*printing of order forms, postage, etc.*). In addition, be sure to consider whether your group will want to contact Pavestone

Pavers for purchase of blank bricks, as that will affect the total cost.

To determine the installation cost, call and request a quote from your installer.

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G R A P H I C S

A sheet of our most common logos is enclosed. If your group would like to use a different logo, please call to see if we have it available in stock. You may also provide a black and white, logo to us. Email logos for approval. On 4"x 8" bricks, logos must be designed with minimum detail due to the size of the brick, preferably a silhouette.

## *Sample Bricks*

We offer Sample Bricks with Brick Graphics information - free.

If you would like personalized sample Bricks (limit of two) at a cost of 20.00 each, fill in the text you would like to have engraved.

### *\*Please Note*

*There are 13 horizontal spaces available on a brick with a logo and 16 spaces available when no logo is used. All punctuation marks and spaces between words count as spaces.*

We need our sample bricks by: \_\_\_\_\_

Please engrave the sample bricks as follows:

Line 1 \_\_\_\_\_

Line 2 \_\_\_\_\_

Line 3 \_\_\_\_\_

Logo \_\_\_\_\_

Line 1 \_\_\_\_\_

Line 2 \_\_\_\_\_

Line 3 \_\_\_\_\_

No Logo

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G R A P H I C S

*Your organization is now ready to begin the sales campaign.*

Most schools conduct two campaigns each year, fall and spring. Churches and other organizations usually run the campaigns for 3-6 months and repeat annually.

A .pdf copy (*proofs*) of engraved bricks will be emailed to your contact person for approval.

As soon as the proofs are received, make necessary corrections and initial each correct brick to indicate approval. Production will not begin on your order until

We have received **ALL** initialed, approved proofs. Approved proofs may be returned by mail or email. To ensure timely production, proofs should be returned within 2 weeks.

Before sending in your orders, separate each by logo *and* check for legibility. Most orders take 2-4 weeks. Send us copies of the original order forms or word documents. The contact person should keep the originals for proofing. The best way to submit your order is in a word format.

**When mailing in large orders, include a 50% deposit** (*based on the number of bricks ordered*).

The balance and any additional amounts will be due before the order is shipped. If your organization is tax exempt, submit a copy of your Certificate of Exemption with this planner.

Please feel free to give us a call if you have any questions.

*We look forward to working with you!*

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G R A P H I C S

## ORDERING INSTRUCTIONS

**To avoid errors or delays, please use the following guidelines when preparing orders.**

There are a few formats you may submit your brick orders in.

You can submit a copy of each order form that the customer filled out.

You can send in the orders on a word document.

Use capital letters ONLY – print, not script.

Punctuation and spacing counts as a character.

Include punctuation on the order form

*(example: periods between initials, periods after abbreviations, etc.*

*Each comma, hyphen, and period counts as a space.)*

You can use the “&” sign instead of the word “and” to save space.

Attach a copy of the logo sheet used for the campaign when submitting the planner. To avoid errors, write the name of the logo in the space provided.

Check for legibility.

Keep a copy of each order submitted for proofing purposes.

We recommend you install your bricks in sand, so that you can remove the blank bricks and replace with new engraved bricks with each campaign.

### *Engraved Bricks*

Please refer to lines, characters and logo guidelines for brick size on our Fundraising price sheet. This will prevent delays on your order.

4x8 bricks with logo request will be left justified not centered.

Orders without logos will be automatically centered.

Only approved logos will be used on 4x8 bricks.

Our sandblasting process does not allow for intricate designs on smaller brick sizes.

Logos submitted by customer will incur a minimum design fee of \$75.00. Our larger bricks and tiles allow for flexibility on design.

We will design proof as close as possible to your order,(left justified, centered, location of logo(s), etc.). If design does not fit on the size of brick or tile requested, some changes may have to be made.

It has been our experience that the Campaign Coordinator should proof all orders instead of giving them back to each person to proof.

The approval process is put in place to correct all errors before production. Approval of the proofs allows Brick Stone Graphics to begin production of your bricks. **Once you have approved the proofs you will be responsible for any cost for any changes.**

***We are looking forward to receiving your order!***

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G R A P H I C S

## CAMPAIGN COORDINATOR GUIDELINES

As soon as we receive your completed “Fundraising Planner,” we will begin processing your order.

You can download the order form template from our website and customize it to your needs. Custom order forms must offer the number of lines, characters & logos we offer per brick size.

Please refer to Fundraising Price Sheet for guidelines of text setup. Submit a copy of your custom order form for approval to avoid any confusion with your future orders.

The Campaign Coordinator must provide current contact information with email, daytime phone number and shipping address. Orders submitted without accurate contact information may be delayed.

Proofs of the engraved bricks will be emailed to the Campaign Coordinator for approval. Please make any necessary corrections in a different color ink and initial each correct brick to indicate approval. Approved and initialed proofs may be emailed to us. Please be sure to re-attach files that are approved and clearly state any corrections and approvals in your email. ***Proofs must be returned within 2 weeks or order will be delayed.***

Necessary corrections will be made and corrected proofs will be forwarded to you for approval. After all corrections have been made and approved by you, we will begin production on your order. Once orders have been submitted and depending upon the size of the order, allow a minimum of 2-4 weeks for delivery.

When the order is delivered, make arrangements to have the bricks checked by your group prior to the installation. Allow time for any problems to be corrected or chipped/broken bricks caused by shipping to be replaced.

Additionally, we recommend you put a 12x12 or 24x24 in the center of your project with a large logo or a mission statement or a name of program or the year it was established to give the installation an identity.

***Refer to “Ordering Instructions when completing and submitting orders.***

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G R A P H I C S

## MARKETING IDEAS

What you put in your cover page along with your order form is what will really help your sales. After many years in business, we suggest that you give your customers examples of all the possible ways your program can honor those who are present or those who have passed.

Let them know that this program will build not only a tradition but a legacy.

### *Examples of who might want to buy a brick for your campaign:*

- Alumni
- Current Students
- Valedictorian/Salutatorian
- Top 10 Graduates
- First Graduating Class
- Principals
- Sports Teams
- Individual Athletes
- Clubs and Officers
- Armed Forces Graduates
- SRO's
- Business in the area
- Technology Department
- Food Services Employees
- Transportation Dept.
- Guidance Counselors
- Nurses
- Custodial Dept.
- Special Education/Olympics
- Gifts from Relatives
- Honor Teachers/Coaches
- Large Team Tiles
  - *List awards/records*
- Senior Tiles
  - *List honors*
- Sunday School Classes/Teachers
- Youth groups
- Deacons/Elders
- Founders of The Church
- Past Pastors
- Office Personnel
- Choir Department
- Baptisms
- Birth Announcements
- Marriages/Anniversaries
- Special Scriptures

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G R A P H I C S

Our 12x12's or 24x24's are a great centerpiece for your display of recognition. These tiles or bricks can display your organization logo along with a scripture or motto. This is a great way to begin your campaign and to motivate your customers.

These large pieces are also used for clubs to list their awards and ranks. They can even be used to list board members. Visit our website to view the brick colors and sizes that we have available.

The bricks we carry were made to modulate so that they will fit together evenly.

A vital key to the success of your campaign is your committee.

Dividing up the work between parents and trustworthy students will make the process go smoother. Students can earn community service hours while helping your campaign. Even the parents who work will enjoy being a part of this new tradition.

Let everyone be a part of this process and they will enjoy the outcome so much more.



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G R A P H I C S

## STYLE TWO

<b>Logo Choice</b>
<b>TEXT WILL BE AUTOMATICALLY LEFT JUSTIFIED</b>

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Name \_\_\_\_\_

Phone \_\_\_\_\_

Number \_\_\_\_\_

Amount Paid \$ \_\_\_\_\_ Check Number \_\_\_\_\_

Make checks/money orders payable to:

Name of organization

For more information contact:

Name and phone number of Campaign Coordinator

Mail orders to:

Name of organization

Correspondence address City, State Zip

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G R A P H I C S

<b>LOGO CHOICES</b>									
BASEBALL	TENNIS BALL	BASKETBALL	FOOTBALL	SOCCER BALL	VOLLEY BALL	WATER POLO	HOCKEY	BASEBALL 2	BASEBALL 3
BASEBALL 2	GOLF	TENNIS 2	BOWLING	LACROSSE	BOXING	BOY GYM	GIRL GYM	POWER LIFT	WRESTLING
WEIGHT LIFTING	DIVING	TRACK	CROSS COUNTRY	SWIMMING	PEP SQUAD	FLAG CORP	BATON	DRILL TEAM	CHEERLEADER 1
MEGAPHONE	Film	STUDENT COUNCIL	JOURNALISM	DRAMA	NHS	LAMP LEARNING	PTA	DECCA	ROTC
BOY SCOUTS	GIRL SCOUTS	MASON	FFA	GRADUATION	ALUMNI	DOCTOR	BAND	MUSIC	CHOIR
DRUM	FRENCH HORN	BARITONE	CELO	BASSOON	TRUMPET	TUBA	SAXOPHONE	TROMBONE	PIANO
VIOLIN	CLARINET	OBOE	FLUTE	COMPUTER	ART	OPEN BOOK	SMILE	HANDPRINT	HEART
PAW	ROSE	STAR	APPLE	ANGEL	CROWN	BIRTHDAY CAKE	GOOD LUCK	FOOTPRINTS	COWBOY BOOT
Fish	PRAYING HANDS	CROSS	BUTTERFLY	HEARTS	FLOWERS	PEACE	CROSSES	BELL	SCHOOL LOGO
MUSTANG	BOB CAT	HAWK	RAM	EAGLE	INDIAN	TORNADO	CHIEF	TROJAN	PANTHER
STAR OF DAVID	MUSLIM MOON	PAW PRINT							