

ENRICHLY + CLC ECOMMERCE PROGRAM

Kick-Off Call: 6/8/23





AGENDA

- Program Overview
- Program Partners
- Expectations: What CLC Does vs. Enrichly
- Transition Plan and Hub Overview
- Tips for Exiting Current Programs
- Next Steps
- Q&A



WELCOME



Beth Monnin

Regional Vice President, CLC

Former President and Chairman of the Board for the Phi Mu Foundation (2014-2018) with 13+ years of experience transitioning new partners to CLC , overseeing and building new relationships with major brand partners like Follett and Amazon. Now serving the Greek market, exclusively.



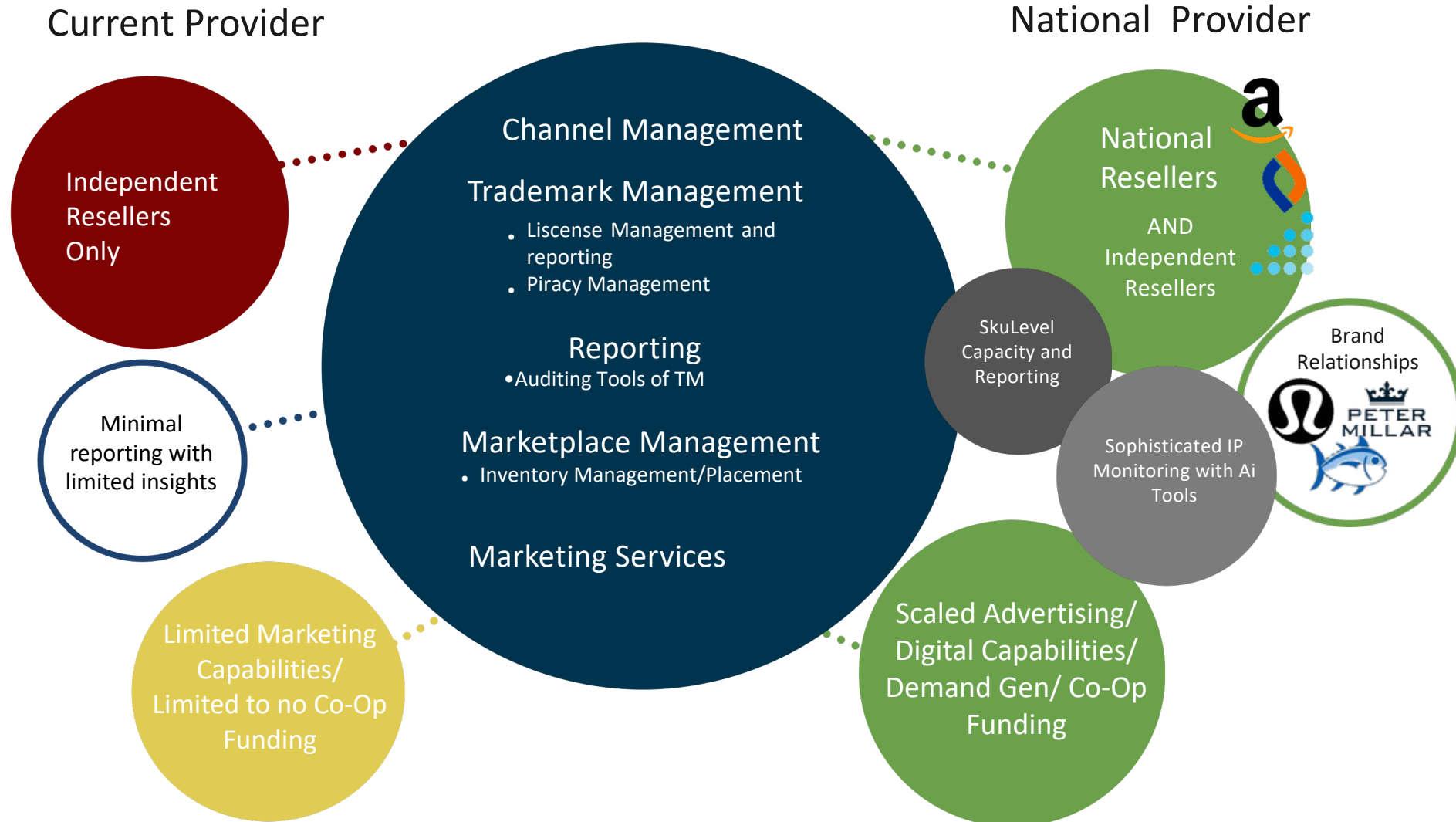
Sarah Rosenberger

VP, Strategy & Operations, Enrichly

10+ years of strategic partnership marketing and product launch experience across multiple industries, including two \$20M multi-year programs with NASCAR and DISNEY that delivered 2:1 ROI (over 80M in sales) for one \$6B priority pharmaceutical brand.

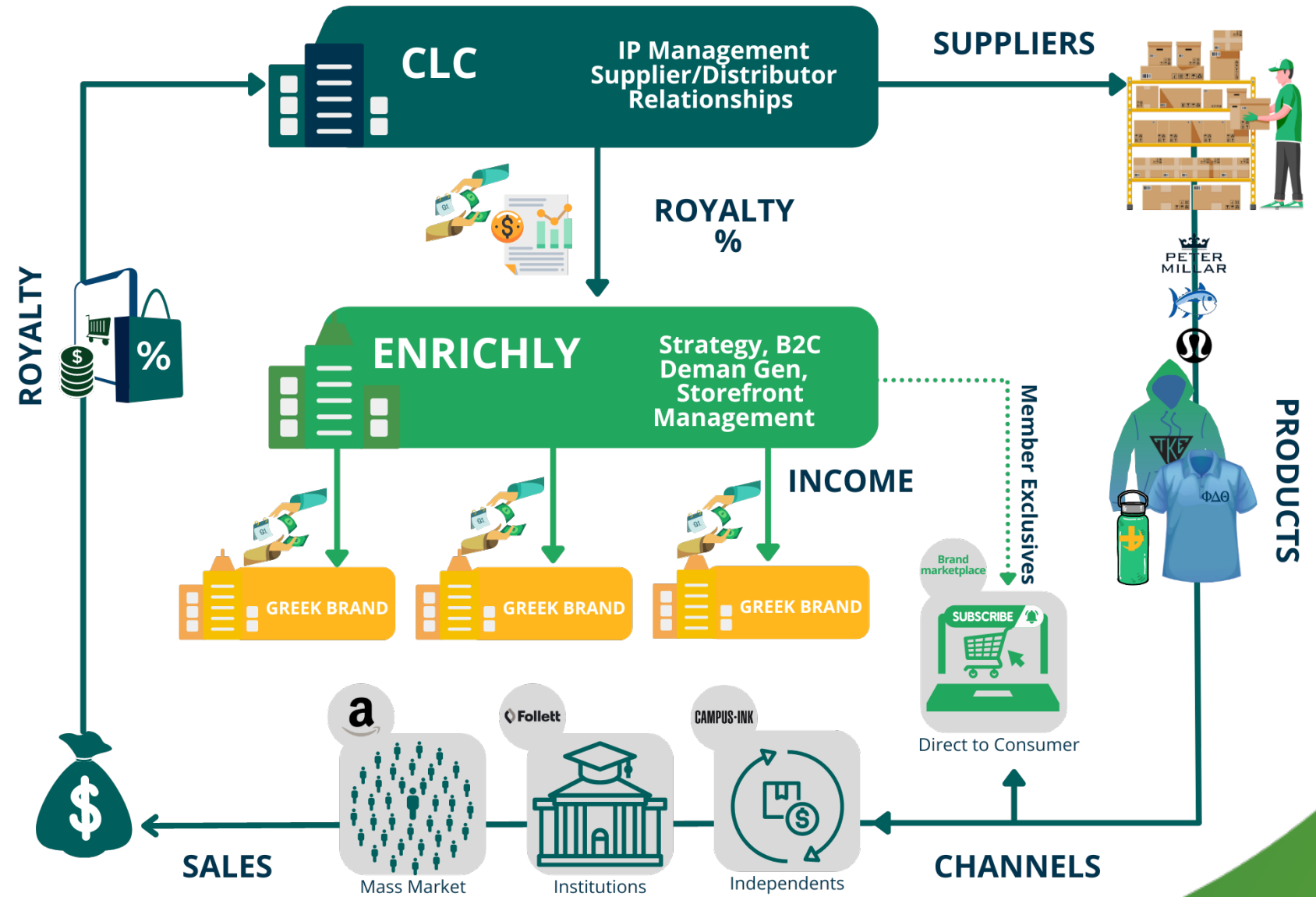


THE OPPORTUNITY





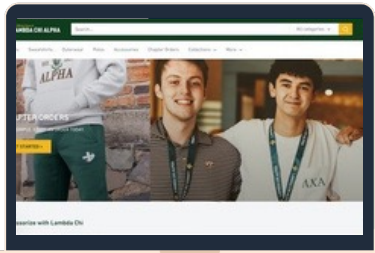
Program Overview



THE STRATEGY

DIRECT TO CONSUMER

Greek Branded storefront and subscription service focused on apparel and hard good products for all members, with exclusive, high-end/premium brands targeting alumni, specifically.



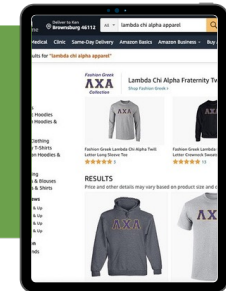
10%
Channel

MASS MARKET

Drive demand with new audiences (family and friends) on amazon, leveraging product collections of apparel and low-end hard goods based on the latest marketplace trends.

30%
1 Channel

amazon
Marketplace



Online
Reseller
Shops

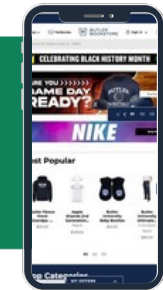
25%
40+ channels

INDEPENDENTS

Focus category on bulk T-shirts targeted to undergraduates (current model) and limit the number of licensees to the top 40. Plus, those stores that supply to Institutions.

35%
1k+ channels

Follett + B&N
Online
Bookstores/
Shops



INSTITUTIONS

Create a Higher Ed boutique shop for apparel with Follett's 1k+ channels of distribution that leverages cross-promotional opportunities (premium brand + Institution + Greek) targeted to campuses with highest number of Alumni



CLC PARTNER INTRO



Jared Harding
Vice President, Growth

TRE=VCO





EXPECTATIONS: CLC

What will CLC do in the next month?

- Transition of licensees
- Set up the art review portal
- Train the art reviewers
- Plan intro meetings with other CLC departments
- Hold Webinar for licensees

Long term CLC responsibilities

- Collect royalties
- Coordinate marketing campaign efforts with Enrichly and the individual organizations
- Meet with licensees and potential licensees
- Bring opportunities to Enrichly and the individual organizations



EXPECTATIONS: ENRICHLY

What will Enrichly do in the next month?

- Set up your main program Hub
- Plan a strategy & planning workshop
- Support CLC with onboarding

Long-term Enrichly Responsibilities

- Pay royalties
- Develop eCommerce Channel Strategies with each group
- Approve new distributors/partners
- Provide each organization with their own marketplace/online shop



Phase 1: SETUP

June
~2 Weeks



Phase 2: BUILD

June/July
* 3-4 Weeks



Phase 3: LAUNCH

July

SMOOTH TRANSITION



THAT WON'T DISRUPT YOUR CURRENT
ECOMMERCE EFFORTS OR IMPACT EXISTING
RESOURCES



Tips for Exiting with Current Provider

- The day your contract ends, you may not have access to your gateway portal and will want to confirm when that goes away. I would recommend pulling a fresh list of all your vendors (licensees) and all contact info for each asap.
 - Make sure you ask/include in a release agreement, the ability to track payments in your portal through final payout (this is a view on your Affinity dashboard)
 - Pull your reporting history from Affinity's portal. For Lambda Chi, I pulled all individual report options for the past 5 years (pre and post-COVID).
 - Remove any links to the affinity store if you linked to their site anywhere



QUESTIONS?