



Aromalight Candles

"The candles you've been hearing about!"™

Triple-scented, long-burning soy-wax candles



Represented by BAKE & Co. Fundraising

(206) 938-4866 in Seattle or 1-800-535-2253 – www.bakeco.com

Other fundraising companies have tried, but not one has yet to match the quality and value of these triple-scented, soy-based wax candles. Unusually long burn times, lead-free wicks. **Petroleum-free wax means no smoke, soot or wax buildup.** Safe and contained flame, continuous and pleasing fragrance, hand-poured and evenly colored wax. A popular program year-around.



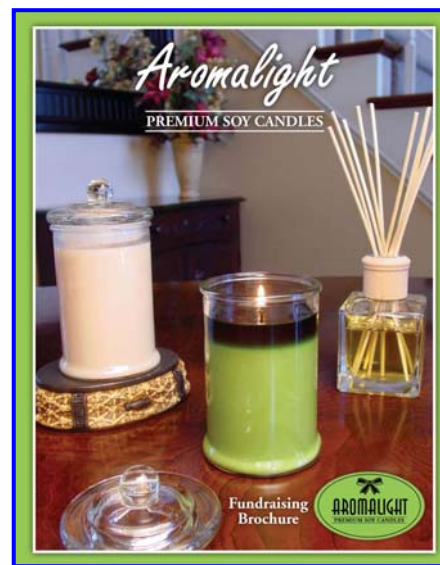
Our candles support American Farmers... not overseas oil producers!

Candles sell for \$12, Reed Diffusers Kits sell for \$16. Your profit is 50% of retail. Minimum order for free freight is 48 candles. Shipped bulk. Free brochures. Allow three weeks for delivery

CLASSIC



TRADITIONAL



Four Pages, EIGHT fragrances
8 oz. reusable drinking glasses
Candle and Reed Diffuser Kit fragrances:

- | | |
|-----------------|-----------------|
| Very Berry | Flower Garden |
| Apple Spice | Tropical Breeze |
| Relaxation | Fresh Cotton |
| Cookies & Cream | Coffee House |
- (just wash glasses soap & hot water).

Four pages, TEN fragrances
10 ounce jars with lids
Candle and Reed Diffuser Kit fragrances:

- | | |
|----------------------|------------------|
| Berry Bonanza | Tropical Getaway |
| Cucumber Melon | Coffee House |
| Cinnamon Sticks | Linen Fresh |
| Vanilla Sugar Cookie | Ocean Breeze |
| Citrus Splash | Flower Shop |

Consider adding one of our other programs along with your candle sale for even more retail sales and higher profit. Click on one of these suggested program links for more details in a printer-friendly format.

Flower Bulbs for Fall or Spring 50% Profit
<http://www.bakeco.com/Broc-Flower-Bulbs.pdf>

Fundraising Tees – Shirts \$15, Profit \$5
<http://www.bakeco.com/broc-tees.pdf>

Delisheries Dry Mix Cookie Dough 50% Profit
<http://www.bakeco.com/Broc-cookie-dough-delisheries.pdf>

Ultimate Beverage Collection 50% Profit
<http://www.bakeco.com/Broc-Coffee-Beverage-Coll.pdf>

Here is how the Aromalight Candle Program works:



Once you have decided to use Aromalight Candles for your fundraiser, sign up with me (Brenda), owner of **BAKE & Co. Fundraising**, by calling **1-800-535-2253**. I am a commissioned representative for Aromalight Candles. Your costs and profit remain the same regardless of whether you work directly with Aromalight Candles or with **BAKE & Co.** And, you will get the same friendly and dependable service.

- You will receive everything you need to effectively run your fundraiser. Included in the package will be full color brochures/order forms, with an easy to use order taker on the back.
- The candles are sold by the members of your group for 2-3 weeks, with all monies being collected at the time of sale. (You get your money immediately, which avoids any over-ordering or nonpayment from the consumer). Shipping is free on orders of 48 candles or more. There is no charge for seller brochures.



Your group keeps 50% of the sales price of each item sold.

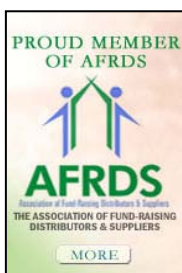
BAKE & Co. Fundraising will provide you with an easy-to-use Excel Spreadsheet tally form to record the results of your sale; your order will then be sent to Aromalight with the total sales for each scent/size ordered.

- **Payment is due directly to Aromalight Candles at the time your order is placed and must be received prior to shipping.**
- The minimum order is 48 candles. These 48 candles can be of any size and/or scent combination. There is no minimum on the number of participants required to conduct a fundraiser. We proudly offer our programs to all groups, large and small!

Orders are delivered to your door within two weeks. (AK & HI ship times will vary)

That is all there is to it!

I hope this information has proven to be useful to you. Please call with questions.



BAKE & Co. Fundraising is proud to be a member of AFRDS, the Association of Fundraising Distributors and Suppliers. The “better business bureau of the fundraising industry.”

The Aromalight Story...An American Story

Aromalight Candle Co., Inc. is a family owned corporation located in Louisville, KY. The owners are Kim and Tim Wooten. The following story will give you a little bit of background info about the company and the candles that you see here on AromalightCandles.com

In 1995, Tim and Kim started making candles as Christmas gifts. They wanted to make the very best candles possible so they ordered the finest and most expensive wax and candle-making ingredients they could find. After a few months of trial and error, they came up with a triple scented formula that they thought would separate their candles from all other candles. Initially, candle making remained just a hobby, but it was not long before their friends and family members began asking for more candles, so they decided to start making them on a regular basis.

One day, a friend suggested that they start selling the candles at a booth at one of the local arts & crafts shows. She told them that their candles were so wonderful that people would line up to buy them. It sounded like a good way to earn a few extra dollars, so they agreed. Not knowing how many candles to make for a show, Tim and Kim decided to make 150 candles to be sure that they had enough.

Since they put so much time and effort into each and every candle, it took them over two weeks to make enough candles for their first show. When the time came, they were ready to go. This being their first business venture, they were excited at the thought of people actually buying something that they had created in their kitchen. The craft show was being held in a school gymnasium, and when they arrived, they could not believe how many people were there. There must have been 200 other vendors setting up booths in the gym.

While setting up their table, they started talking with the lady in the booth next to theirs. She was selling little handmade dolls and blankets, and told Kim and Tim that since this was always the first crafts show of the season, it was her best moneymaker every year. Now they were really excited, so they set everything up and sat down waiting for the crowd to come. The crowd came alright, but only about 30 people bought their candles. After all of that hard work, they only ended up making about \$15 more than they had paid for the booth rental. When the time came to pack up and leave, Tim and Kim told the lady next to them that they would not be doing any more shows, because no one seemed to want to buy their candles.

For some reason, that lady insisted they not give up until they had given the candles a second chance. She

assured them that things would get better. They spoke with the show coordinator and managed to rent another booth in a show two weeks later. This is when they learned just how wonderful their candles actually were.

While they were setting up their booth, another lady came up to them and told them that she was a vendor in the last show they were in, and that she had purchased two of their candles. This lady told Tim and Kim that those two candles were the absolute **best** candles she had ever purchased, and she was going to tell everyone that came to her booth to come over and buy one. A few minutes later, a customer came walking up to the booth with the biggest smile on her face. She told them that she was at their first show, and she had bought one of the candles. The lady told them that she had been buying candles her entire life, and that not one of them had ever come close to being as wonderful as theirs. She told of how that one little cinnamon candle made her whole house smell like cinnamon sticks! This lady made such a big deal about the candles, that people started gathering around the booth to see what all the commotion was. Then, out of pure curiosity, people started buying their candles like they were peanuts at a circus. Before they knew it, Tim and Kim had sold all of their candles.

The show coordinator noticed the amount of people buying the candles. She asked Tim and Kim if they would consider renting a booth at other shows, and they did. From that moment on, people were constantly coming up to Tim and Kim praising the candles they made. After three or four more shows passed, some people would actually come to the shows, buy a case of candles, and leave. Tim and Kim printed up simple business cards on their computer and started handing them out to everyone that bought a candle. Before they knew it, they were making more money selling candles out of their home than they were at their full time jobs. Tim quit his job in the engineering field to start making candles full time. Eventually, the word of mouth advertising about these wonderful candles spread to the point where Kim could quit her position as a Speech Pathologist to help keep the candle business going.

Beginning in 1998, Tim and Kim started selling Aromalight candles through school fundraisers to help youth groups earn extra funds for their activities. Eventually, the business became so successful that they could actually afford to hire people to help make and label the candles. Today, Aromalight Candle Co. sells candles nationwide through fundraisers. With each passing year, Aromalight's customer base has tripled, and starting in March of 2001, the company started wholesaling the candles to retail outlets nationwide. Eventually, Aromalight could end up being one of the best selling candle brands in the country. It turned out that the lady in the booth next to them at that first show was right... Things would get better!