BRIGHT LINE
PROMO STAFFING

QUOTE BPS-2026-0342

Holiday sampling tour in 12 Northgate Fresh stores

Brand ambassadors, team leaders and sampling kits for 5 weekends and Black Friday

ISSUED Oct 23, 2026 VALID UNTIL Nov 6, 2026 TOTAL INCL. TAX **$52,544.20**



CREATED BY
Brightline Promo Staffing, LLC
Maya Alvarez, Client Services Director
+1 312 555 0164
maya@brightline-staffing.example
640 W Lake St, Suite 300, Chicago, IL 60661, United States

PREPARED FOR
Kelpwave Beverage Co.
Jordan Pierce, Field Marketing Manager
+1 312 555 0119
jordan.pierce@kelpwave.example
1100 N Halsted St, Chicago, IL 60642, United States

Made with ExtraflowDoc extraflowdoc.com

Cover letter

Dear Jordan,

Thank you for asking Brightline to staff the Kelpwave holiday sampling tour. Your brief was clear: get the new cranberry flavor into shoppers' hands in 12 Northgate Fresh stores before the holidays, and measure what it does to sales.

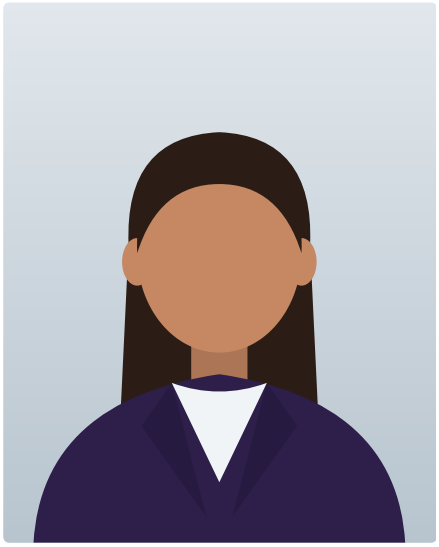
This quote prices the tour by the hour, so you can see exactly what you pay for. Every store gets a trained brand ambassador on Saturdays and Sundays for 5 weekends, plus a full day on Black Friday. Three team leaders and one field manager keep the stations stocked, on time and on script.

Our hourly rates include payroll taxes, workers' compensation and liability insurance. Kit, cups, training and mileage are listed separately, and the last invoice is adjusted to the hours actually worked.

If you confirm by Nov 6, 2026, we can hold the ambassadors who ran your spring tour, so most stores will see a familiar face.

Best regards,

Maya Alvarez



YOUR CONTACT

Maya Alvarez

Client Services Director

+1 312 555 0164

maya@brightline-staffing.example

TOUR HOTLINE, FRI TO SUN

+1 312 555 0177

A field manager answers within 15 minutes during every shift.

Made with ExtraflowDoc

extraflowdoc.com

Tour summary

The key facts of the holiday tour on one page.

CLIENT

Kelpwave Beverage Co.

Jordan Pierce, Field Marketing Manager

CAMPAIGN

Holiday sampling tour

Cranberry sparkling water launch

QUOTE

BPS-2026-0342

Issued Oct 23, 2026

STORES

12 Northgate Fresh

Chicago and suburbs

DATES

Nov 19 – Dec 20, 2026

5 weekends, Black Friday, 4 Thursdays

TOTAL

$52,544.20

Staffing services, no sales tax

STAFF HOURS

1,204 hours

Ambassadors, team leaders, field manager

YOUR CONTACT

Maya Alvarez

+1 312 555 0164

STATUS

Awaiting approval

Valid until Nov 6, 2026

TOUR NOTES

Kelpwave ships product to each store by the Wednesday before a sampling weekend. Brightline brings the stations, cups and uniforms.

- Northgate Fresh allows sampling from 10:00 am to 6:00 pm only
- Each station needs a 6 ft × 4 ft spot near the beverage aisle
- Store managers receive our shift calendar 10 days in advance

Made with ExtraflowDoc

extraflowdoc.com

About Brightline

Promo staff for retail and events since 2011

Brightline is a Chicago agency that recruits, trains and manages brand ambassadors for food and beverage brands. We run in-store sampling, festival activations and product demos across the Midwest.

All our staff are W-2 employees, not freelancers. We train them ourselves, pay them on time and keep the good ones, so most of our ambassadors have worked more than ten tours.

Every tour has one field manager who knows the stores, the staff and your goals, and who sends you a short report every Monday.



Pre-shift briefing for a spring sampling tour

Brightline in numbers

What 15 years of sampling tours look like.

640

Active staff

W-2 employees in 4 states.

1,900+

Tours run

For 120 food and drink brands.

98.6%

Shifts filled

Over the last 12 months.

15 min

Replacement call

Response time on tour days.

Made with ExtraflowDoc

extraflowdoc.com

How we run a sampling tour

Six steps from your brief to the final report.

STEP 1

Brief and store list

You share goals, products and stores. We confirm sampling rules and space with each store manager.

STEP 2

Staff matching

We pick ambassadors who live near each store and know your category, and send you their profiles.

STEP 3

Paid brand training

A 4-hour session on your product, the sampling script, food safety and the reporting app.

STEP 4

Kits and logistics

Stations, cups and uniforms are packed per store and delivered by the team leaders.

STEP 5

Live shifts

Ambassadors check in with a photo, log samples and conversations, and flag low stock in the app.

STEP 6

Weekly report

Every Monday you get photos, sample counts, shopper feedback and the store sales data we can get.

Made with ExtraflowDoc

extraflowdoc.com

Tour plan

Goal

Introduce Kelpwave Cranberry to holiday shoppers and lift its sales in the 12 stores while the product is on end-cap display.

Approach

One ambassador per store on every weekend day, when traffic is highest, plus Black Friday. Four flagship stores also get Thursday evening demos for after-work shoppers.

Stores and shifts

#	NORTHGATE FRESH STORE	AREA	WEEKEND SHIFT	THURSDAY DEMO
1	Lincoln Park	Chicago, North Side	11:00 am–5:00 pm	4:00–8:00 pm
2	West Loop	Chicago, West Loop	11:00 am–5:00 pm	4:00–8:00 pm
3	Wicker Park	Chicago, West Side	11:00 am–5:00 pm	–
4	Lakeview	Chicago, North Side	11:00 am–5:00 pm	–
5	Hyde Park	Chicago, South Side	11:00 am–5:00 pm	–
6	Evanston	North suburbs	11:00 am–5:00 pm	4:00–8:00 pm
7	Skokie	North suburbs	11:00 am–5:00 pm	–
8	Oak Park	West suburbs	11:00 am–5:00 pm	4:00–8:00 pm
9	Wheaton	West suburbs	11:00 am–5:00 pm	–
10	Naperville	West suburbs	11:00 am–5:00 pm	–
11	Schaumburg	Northwest suburbs	11:00 am–5:00 pm	–
12	Arlington Heights	Northwest suburbs	11:00 am–5:00 pm	–

On Black Friday all 12 stores run one shift from 10:00 am to 6:00 pm.

Made with ExtraflowDoc extraflowdoc.com

Roles on the tour

Who will be in your stores, and what each person does.

Brand ambassador

Runs the sampling station, pours and hands out samples, tells the Kelpwave story in 20 seconds and points shoppers to the end-cap.

Team leader

Covers four stores per day: checks set-up, restocks cups and product, covers breaks and sends photos at noon and at close.

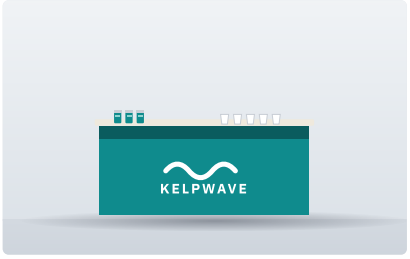
Weekday demo host

An experienced ambassador for Thursday evenings in flagship stores, when shoppers have more time to talk.

Field manager

Plans the shifts, deals with store managers, replaces anyone who cannot make it and writes your weekly report.

What every store gets



Sampling station

- Pop-up counter with Kelpwave front panel
- Cooler for 48 cans



Branded uniform

- Kelpwave T-shirt and cap
- Name badge



Cups and supplies

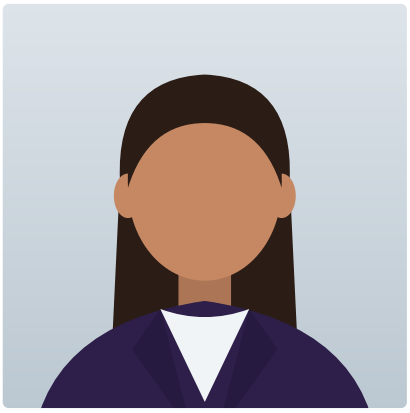
- 2 oz cups and napkins
- Hand sanitizer and wipes

Made with ExtraflowDoc

extraflowdoc.com

Your tour team

The people who will run your tour. Ambassador profiles follow two weeks before the first weekend.



Maya Alvarez

Client Services Director

Your account lead. Has planned more than 300 sampling tours for food and drink brands.



Darnell Brooks

Field Manager

Runs the tour day to day and knows most Northgate Fresh store managers by name.



Lucía Ortega

Team Leader, North

Bilingual in English and Spanish. Led the North Side stores on your spring tour.



Kevin Liu

Team Leader, West

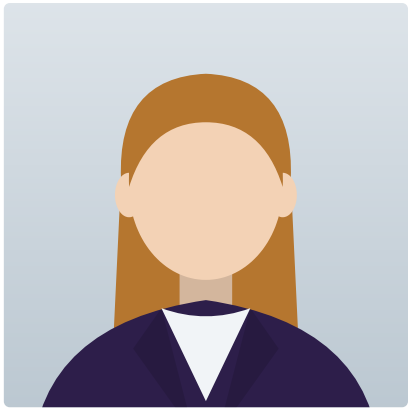
Former grocery department manager, so he speaks the stores' language.



Aisha Bello

Team Leader, Suburbs

Covers the four suburban stores and the Black Friday restock run.



Hannah Kowal

Training Lead

Runs the brand training and the food-safety refresher for every ambassador.

Made with ExtraflowDoc

extraflowdoc.com

Hourly rate card

Rates per staff hour, in US dollars. The quotation applies these rates to the planned hours.

ROLE	WEEKDAY	WEEKEND	HOLIDAY	MINIMUM SHIFT
Brand ambassador	$28.00	$32.00	$42.00	4 h
Bilingual ambassador (English/Spanish)	$31.00	$35.00	$45.00	4 h
Team leader	$34.00	$38.00	$50.00	6 h
Field manager	$55.00	$55.00	$55.00	–
Overtime, any role (after 8 h a day)	1.5 ×	1.5 ×	1.5 ×	–

Holiday rate applies on Thanksgiving, Black Friday, Christmas Eve, Christmas Day, New Year's Eve and New Year's Day.

Included in every hourly rate

☑ Wages, payroll taxes and Illinois paid leave

☑ Workers' compensation and general liability insurance ($2M)

☑ Recruiting, background checks and scheduling

☑ Check-in app with GPS, photos and sample counts

☑ Replacement staff when someone cannot make a shift

☐ Not included: training hours, kit, cups and mileage, which are quoted separately

Made with ExtraflowDoc

extraflowdoc.com

Tour schedule

Planned dates. Shift times are in Central Time.

Nov 6
Quote accepted

● Booking confirmed

We confirm the ambassadors and order uniforms and kits.

Nov 12
4 hours

○ Brand training

Paid session at our West Loop office for all 18 staff.

Nov 19
4 stores

○ First Thursday demos

Flagship stores, 4:00–8:00 pm. Repeats Dec 3, 10 and 17.

Nov 21–22
Weekend 1

○ Tour starts in all 12 stores

Team leaders visit every store on day one.

Nov 27
Black Friday

○ Full-day shift, holiday rate

10:00 am–6:00 pm in every store, extra cups and product.

Nov 28–29
Weekend 2

○ Thanksgiving weekend

Highest traffic of the tour.

Dec 5–6 and 12–13
Weekends 3 and 4

○ Mid-tour review

We move the strongest ambassadors to the busiest stores.

Dec 19–20
Weekend 5

○ Last weekend

Stations and leftover stock are collected on Sunday evening.

Dec 23
Final report

○ Tour report

Photos, totals per store and our recommendations for spring.

Made with ExtraflowDoc

extraflowdoc.com

Quotation

Prices in US dollars per hour or per unit. Staff hours carry a 5% tour volume discount. Staffing services are not subject to Illinois sales tax.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Staff hours					
1	**Brand ambassadors, weekend sampling shifts** Code: BA-WKND Stores: 12, one ambassador each Shifts: Sat and Sun, 11:00 am–5:00 pm, 5 weekends Rate: Weekend rate	720 h	$32.00	5%	0%	$21,888.00
2	**Brand ambassadors, Black Friday shift** Code: BA-HOL Date: Fri, Nov 27, 10:00 am–6:00 pm Rate: Holiday rate	96 h	$42.00	5%	0%	$3,830.40
3	**Team leaders, one per four stores** Code: TL-WKND Team leaders: 3, each covering 4 stores Days: 10 weekend days and Black Friday, 8 h each Opens each station, checks set-up and stock, covers breaks and sends photos at noon and close.	264 h	$38.00	5%	0%	$9,530.40
4	**Weekday demo hosts, flagship stores** Code: BA-WKDY Stores: Lincoln Park, West Loop, Evanston, Oak Park Shifts: Thursdays 4:00–8:00 pm, 4 weeks	64 h	$28.00	5%	0%	$1,702.40
5	**Field manager** Code: FM-TOUR Allocation: 12 h per week, 5 weeks Your single contact for the tour: schedules, store relations, replacements and the weekly report.	60 h	$55.00	–	0%	$3,300.00
				Subtotal: Staff hours		**$40,251.20**
	Training, kit and travel					
6	**Paid brand training session, 4 h per person** Code: TRN-4H Includes: Product knowledge, sampling script, food safety	18 people	$112.00	–	0%	$2,016.00
7	**Illinois food handler certificates** Code: TRN-FH For: Staff without a current certificate	7 people	$15.00	–	0%	$105.00

Made with ExtraflowDoc extraflowdoc.com

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Training, kit and travel, continued					
8	**Uniform sets, Kelpwave T-shirt and cap** Code: UNI-SET 	20 sets	$38.00	–	0%	$760.00
9	**Sampling station kits** Code: KIT-STN Kit: Pop-up counter, cooler, branded front panel 	12 kits	$265.00	–	0%	$3,180.00
10	**Sampling cups, 2 oz, case of 2,500** Code: CON-CUP2 	8 cases	$64.00	–	0%	$512.00
11	**Mileage, team leaders and field manager** Code: TRV-MI Rate: $0.70 per mile, actual miles billed	2,100 mi	$0.70	–	0%	$1,470.00
					Subtotal: Training, kit and travel	**$8,043.00**
	Management and reporting					
12	**Tour set-up, scheduling and store coordination** Code: MGT-SET Store-manager calls, shift calendar, staff matching and kit logistics.	1 tour	$2,400.00	–	0%	$2,400.00
13	**Weekly photo and sales report** Code: MGT-RPT	5 reports	$180.00	–	0%	$900.00
14	**Unannounced quality checks** Code: MGT-QC	10 visits	$95.00	–	0%	$950.00
					Subtotal: Management and reporting	**$4,250.00**

Subtotal before discounts	$54,489.00
Volume discount (5%)	-$1,944.80
Subtotal (without taxes)	$52,544.20
Sales tax (not taxable)	$0.00
Total	**$52,544.20**

Made with ExtraflowDoc

extraflowdoc.com

Scope of work

What Brightline provides, and what stays with Kelpwave.

Included

- Recruiting, training and payroll of all tour staff
- Shift scheduling and store-manager coordination
- Sampling stations, cups, uniforms and supplies
- Replacements for missed shifts at no extra cost
- Weekly and final reports with photos

Not included

- Kelpwave product and delivery to stores
- Store fees or slotting charges, if any
- Coupons and point-of-sale material
- Sales data that Northgate Fresh does not share

What we need from Kelpwave

Please confirm these items by November 9.

- ☑ Store list and sampling dates approved by Northgate Fresh
- ☐ Product delivered to each store by the Wednesday before a weekend
- ☐ Talking points and allergen information for the training
- ☐ Coupon or promotion details, if shoppers will get one
- ☐ A contact at Kelpwave for urgent questions on tour days

Made with ExtraflowDoc extraflowdoc.com

What the weekly report shows

You get the report every Monday by 10:00 am, by email and as a live link.

Photos

Station set-up at noon and at close in every store.

Samples

Samples given per store and per hour, against target.

Shopper feedback

What shoppers liked, asked and complained about.

Sales

Store sales data when Northgate Fresh shares it.

Attendance

Check-in times with GPS for every shift.

Next steps

What we change next weekend, and why.

Tour targets

Targets we agree with you before the first weekend.

18,000

Samples

About 135 per store per day.

6,500

Conversations

Shoppers who stop and talk.

100%

Shifts covered

With replacements.

Monday

Report day

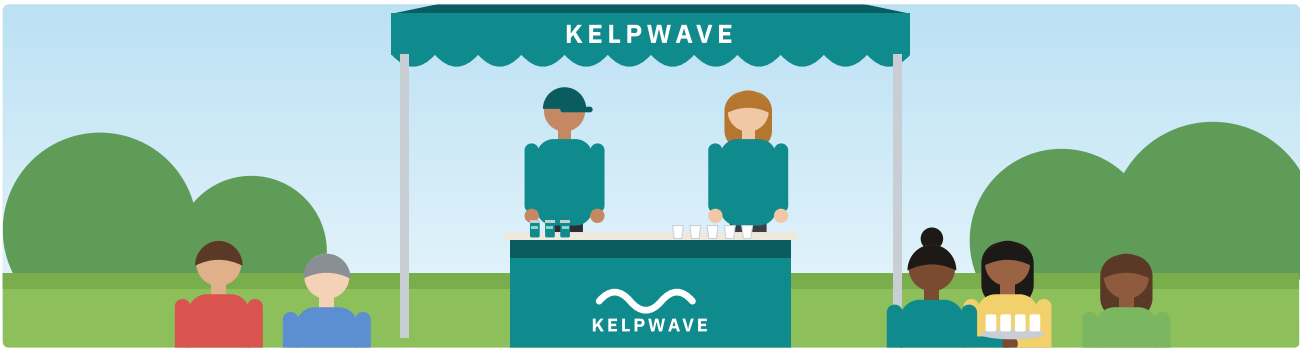
By 10:00 am, every week.

Made with ExtraflowDoc

extraflowdoc.com

Recent tours

Two campaigns from the last year.



Kelpwave spring launch

Kelpwave Beverage Co., Chicago, 3 festivals and 8 stores, 2026

24,300
samples given

31%
of shoppers stopped

0
missed shifts

Festival tents on three summer weekends, followed by in-store sampling in eight stores to catch the shoppers who had tried the drink outside.



Oat yogurt demo tour

A dairy-free brand, 20 stores in Illinois and Wisconsin, 2025

20
stores

+22%
sales in tour weeks

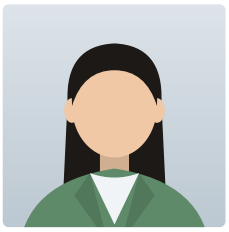
4.8/5
store manager rating

Weekend demos with a chilled station and a simple recipe card. The brand kept 14 of the 20 stores on a monthly demo plan.

Made with ExtraflowDoc extraflowdoc.com

What brands say

Feedback from marketing managers we work with.



Brightline ran our spring tour without a single missed shift. The Monday report was the first thing I opened every week.

Rachel Kim

Brand Manager, a snack brand



Their ambassadors actually knew the product. Store managers asked us to bring the same people back.

Marcus Hale

Field Sales Director, a coffee roaster



One field manager, one invoice per month, and hours that matched the check-ins to the minute.

Elena Duarte

Shopper Marketing Lead, a juice company

Payment schedule

Invoices are due within 15 days by ACH transfer. The final invoice is adjusted to the hours actually worked.

Payments

Booking deposit, 30% On signing, due Nov 6, 2026	$15,763.26
Mid-tour invoice, 40% After weekend 3, due Dec 21, 2026	$21,017.68
Final invoice, 30% After the tour report, net 15	$15,763.26
Total	**$52,544.20**

Bank details

ACCOUNT NAME

Brightline Promo Staffing, LLC

BANK

Lakeshore Business Bank

ACCOUNT / ROUTING

5520 1187 3304 · 071000013

REFERENCE

BPS-2026-0342

Please quote the reference on every payment.

Made with ExtraflowDoc

extraflowdoc.com

Terms and conditions

1. Scope

1.1 These terms apply to staffing services by Brightline Promo Staffing, LLC (“we”) for the client named in the quote (“you”).

1.2 Together with the quote they form the agreement. If the two conflict, the quote applies.

2. Validity

2.1 The quote is valid until Nov 6, 2026. After that date we cannot hold the named staff.

3. Staff and employment

3.1 All staff are our W-2 employees. We pay wages, payroll taxes and insurance.

3.2 You will not hire tour staff directly for 6 months after the tour without our written consent.

4. Hours and billing

4.1 We bill the hours recorded by check-in and check-out in our app, rounded to the nearest 15 minutes.

4.2 Hours beyond 8 per person per day are billed at 1.5 times the hourly rate.

5. Payment

5.1 Invoices are due within 15 days. Late payments carry interest of 1% per month.

6. Cancellation

6.1 Cancelled or shortened shifts are charged as shown in the cancellation table of this quote.

7. Your product and claims

7.1 You supply the product, talking points and allergen information, and you are responsible for the claims we are asked to make.

8. Food safety

8.1 Our staff hold valid food handler certificates and follow the store's food-safety rules.

9. Insurance

9.1 We carry general liability insurance of $2,000,000 per occurrence and workers' compensation as required by law. Certificates are available on request.

10. Photos and data

10.1 Photos taken on tour are yours to use in your own marketing. Staff faces are blurred unless the person has agreed.

11. Liability

11.1 Our liability is limited to the fees for the affected shifts. Neither party is liable for lost profit or indirect loss.

12. Governing law

12.1 This agreement is governed by the laws of the State of Illinois. Disputes go to the courts of Cook County.

Cancellation and changes

If a shift is cancelled or shortened by Kelpwave or by the store, these charges apply per cancelled shift.

NOTICE BEFORE THE SHIFT	CHARGE
7 days or more	No charge
72 hours to 7 days	25% of the scheduled hours
24 to 72 hours	50% of the scheduled hours
Less than 24 hours, or no access to the store	100% of the scheduled hours, at least 4 hours per person

Made with ExtraflowDoc extraflowdoc.com

Acceptance

We have signed this quote. To book the tour, sign below and return a copy, or sign online.

CLIENT

_____

SIGNATURE

Kelpwave Beverage Co.

Name and title: _____

PO number: _____

Date: _____

AGENCY

Maya Alvarez

BRIGHTLINE PROMO STAFFING, LLC · CHICAGO, ILLINOIS · SALES APPROVED

_____

SIGNATURE

Brightline Promo Staffing, LLC

Maya Alvarez, Client Services Director

Reference: BPS-2026-0342

Date: 10 / 23 / 2026

Next steps

STEP 1

Sign the quote

Sign by Nov 6, 2026 so we can hold your spring-tour ambassadors.

STEP 2

Pay the deposit

30% of the total. We send the invoice the day you sign.

STEP 3

Confirm the checklist

Product delivery dates and talking points by November 9.



QUESTIONS? CONTACT ME

Maya Alvarez

Client Services Director

+1 312 555 0164, maya@brightline-staffing.example

Made with ExtraflowDoc

extraflowdoc.com