

Color-A-Thon

schoolathon.org™

EVERYTHING YOU WANTED TO KNOW!

Boost your "Thon" event with a super blast of color, fun and more profit! We provide everything you need from start to finish!



Schoolathon.org | 844-538-4015

COMMUNITY • CHARACTER • COLOR!

What is a Color-A-Thon™?

Color-A-Thon™ is a fun event for students and adults of all ages. Students get donations from friends and families, earn rewards according to the amount of money they raise, and then get to participate in a race/walk that ends in a blast of color... the Color-A-Thon event!



The **COLOR CRAZE** that's been *sweeping the nation* can now be your school/group's **SUCCESSFUL FUNDRAISING** event!



TWO WAYS TO PUMP UP THE COLOR!



- For elementary, middle & high schools, groups of all sizes
- Students earn rewards: the more donations they get, the more rewards they earn!
- In-school incentive program for greater profit potential!
- The whole family and even the whole community can participate!
- Plenty of color and fun for everyone!

-OR-



- Great for churches, organizations and your entire community!
- Participants pay a flat \$30 fee to join! No donations.
- Everyone who enters gets a t-shirt* and individual color pack!

Both the **DONATION** and **ENTRANCE FEE** events work great for district-wide or multiple school events!



Your only cost is \$3.00 for each Color-A-Thon T-shirt shipped to you.

DONATION-BASED EVENTS

70% PROFIT with donations of \$12,500 or more!

60% PROFIT with donations of \$7,500 to \$12,499

50% PROFIT with donations of less than \$7,500



We have options that can be customized to fit your school or group!

In-School Incentive Program! • Friends & Family Color Club
Community Participation • R.E.A.C.H. Curriculum

From start to colorful finish, School-A-Thon™ will provide you with Everything You Need for a SUCCESSFUL EVENT!

- Donation envelopes for each student
- Students who raise \$30 in donations get a Color-A-Thon T-shirt*, Color Me Glasses and a color dye pack!
- Rewards Program
- Quick Start Sneaker Incentive
- Individual student websites
- Event site
- Money Management Software for accepting credit cards and running reports
- And MUCH MORE!



Color Packs (assorted colors)

Donation Envelope

Donation Envelope / Parent Letter

We custom print your parent letter right on the back of the prize flyer. Your Parent Letter/Prize Program is inserted in the Donation Envelope!

We also have a donation envelope available for groups who do not want the Friends and Family Color Club Option.

Build Your Friends & Family Color Club!

For every \$30 a student raises after their initial \$30 in donations, they can add one person to their Color Club for Free! (up to 6 people total) They get to participate in your group's event and get a t-shirt and dye pack!

(\$3 per t-shirt cost to school) This is an optional program.



All the details...

- Bulk Color Dust: The more money you raise the more color dust we send.
- Individual Color Packs: One for each participant.
- Color Coordinator Guide: Takes the chairperson from planning to completion of your event.
- 2 Hallway Posters: To promote your sale.
- 15 Event Posters to promote your event throughout the community.
- Pledge/Collection Envelopes: One per participant.
- Parent Letter: We print the letter for you.
- Custom Pledge Site: For each participant.
- Credit Card Processing: For online donations.
- Money Management Software: An easy tool to assist and organize the chairperson with counting and collecting donations.
- Student Reward Program: Great incentives including sunglasses, wigs and much more.
- Student Reward Pre-Packing: We pre-pack the rewards per seller for easy distribution.
- Option to rent Color-A-Thon Arch for your event.
- 30 route marker flags: Makes marking your course easy and helps guide your participants.
- R.E.A.C.H. FOR IT: Curriculum program with daily audio announcements and video kick-off.
- Feed on Fitness Twitter Feed: Healthy lifestyle suggestions kids can use for life.
- D.J. Party Guide: Suggested script, tips and suggested song list if you hire a D.J.
- Custom pledge site with banner ads for your group to sell and keep 100% of the profit. We suggest selling them for \$500 each.
- Freight for all of the above items that are shipped to your group is included - No hidden fees!
- Great Customer Service!

What YOU provide and are responsible for:

- Happy Volunteers to plan and run the event.
- \$3.00 per T-Shirt for participants and/or volunteers.
- After party expenses: DJ, water or anything else your group would like to have at your party. The banner ad sales should cover those expenses.
- The event is run just like a book fair or holiday shop by your volunteers so you have maximum control, profit and can make the Color-A-Thon your very own!
- Play our Kick-Off video for big impact & max donations
- Your group will play the mid-sale announcements to keep up student interest.

DONATION-BASED EVENTS

Prize & Incentive Programs

Cumulative Rewards Program

Students can earn rewards with as little as \$30 raised. The first \$30 a student raises earns them a t-shirt, sunglasses, a color pack and the opportunity to participate in the event (\$3/t-shirt cost to school). With the different levels of donations raised, students earn fantastic rewards that include extra color dye packs and more. **Prizes may vary from season to season.*

In-School Incentive Program

To energize your students and maximize your donations, we have created an in-school incentive program. It's very simple:

Students register online and bring the signed slip that's part of the Prize Flyer to school on the second day of the donation period. They get an instant prize*!

We provide you with the instant prizes* at no charge!

We will also provide you with audio and/or video messages that you play at the start, in the middle and at the end of your donation period!

**Prizes and incentives may vary from season to season.*

Color Blast! Prizes

- RAISE \$150** - Color Master Bottle + 100, 400 & 100 prizes!
- RAISE \$250** - 100's of Color Master Bottles, 100's of Color Packs, 100's of Color Dye Packs + 100's of Color Dye Packs!
- RAISE \$30** - Color-A-Thon t-shirt, Color Dye Pack & Event Dye!
- RAISE \$500** - 100's of Color Master Bottles + All Other Prizes!
- RAISE \$90** - Color Master Bottle, Color Dye Pack + 100's of Color Dye Packs!
- RAISE \$60** - 100's of Color Master Bottles, 100's of Color Packs + 100's of Color Dye Packs!

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STEP 1: Register Online to Get Your Emoji Keychain!
Register online at SCHOOLATHON.ORG. No out-of-pocket costs, even before your Color-A-Thon registration for your **EMOJI KEYCHAIN!**

STUDENT NAME: _____
TEACHER/GRADER: _____
PRINTER NAME: _____

PRIZE LEVELS
Raise money and earn fun, colorful prizes! Keep each prize level you reach along the way! Raise \$100 and you get it all!

- RAISE \$30 - Color-A-Thon t-shirt, Color Dye Pack & Event Dye!
- RAISE \$60 - 100's of Color Master Bottles, 100's of Color Packs + 100's of Color Dye Packs!
- RAISE \$90 - Color Master Bottle, Color Dye Pack + 100's of Color Dye Packs!
- RAISE \$150 - Color Master Bottle + 100, 400 & 100 prizes!
- RAISE \$250 - 100's of Color Master Bottles, 100's of Color Packs, 100's of Color Dye Packs + 100's of Color Dye Packs!
- RAISE \$500 - 100's of Color Master Bottles + All Other Prizes!
- RAISE \$1000 - 100's of Color Master Bottles + All Other Prizes!

Color-A-Thon Step-by-Step Event Planning Guide

A 12-page guide that will take you step by step through the entire process of planning your Color-A-Thon event. From the initial planning stages with your committee, the Kick-off, and all the way to the actual Color-A-Thon event, this guide will provide you with all of the information you need for a successful event. We even provide you with a D.J. Party Guide.

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Congratulations on your decision to do the **BEST FUNDRAISER EVER!**

Color-A-Thon
Take Your THON From Bland to Grand!

STEP-BY-STEP GUIDE

2 to 6 WEEKS PRIOR TO Your Event Day:

- 2-Week Period - Donation Period is 3-Weeks**
*Event - Run with the School Spirit! Team is 100%!
- 3-Week Period - Kick-off the School Spirit!**
*Event - Run with the School Spirit! Team is 100%!
- 4-Week Period - Kick-off the School Spirit!**
*Event - Run with the School Spirit! Team is 100%!
- 5-Week Period - Kick-off the School Spirit!**
*Event - Run with the School Spirit! Team is 100%!
- 6-Week Period - Kick-off the School Spirit!**
*Event - Run with the School Spirit! Team is 100%!

3 to 8 DAYS PRIOR TO Your Event Day:

- Watch for Your School-A-Thon Supplies Shipment**
- Confirm the Arrival of Your Prize Kits and Supplies at Least 5 DAYS Prior to Event!**
- 1 WEEK PRIOR TO Your Event Day:**
- Remind Students of the Date a Full Week Before the Color-A-Thon Event!**

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Personalized Websites Mean MORE PROFIT For YOU!

Students will receive a personalized website to track their donations and share with family and friends. Your group gets its own personalized event website to share as well!

- Personalized Student Website to share with family and friends.
- Event Website for community registration and for marketing.
- Take walk up registrations right up to the start of your event!
- Banner ad spaces to sell: use the profits for your After Party!
- Social media buttons to give your students another way to spread the word!



It's All in the Details

We provide you with everything you need to plan, promote and successfully execute your event.

- 30 route marker flags
- Flags and arches available to rent
- Posters, Videos, Audio Recordings
- Sponsor Portal Site where you can download customizable postcards, videos, posters and more!

Money Management Software (FREE to You!)

- Mobile-based and ready!
- Track donations
- Accept credit card payments
- Run sales reports

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R.E.A.C.H. FOR IT!

Respect • Enthusiasm • Achievement
Citizenship • Hard Work

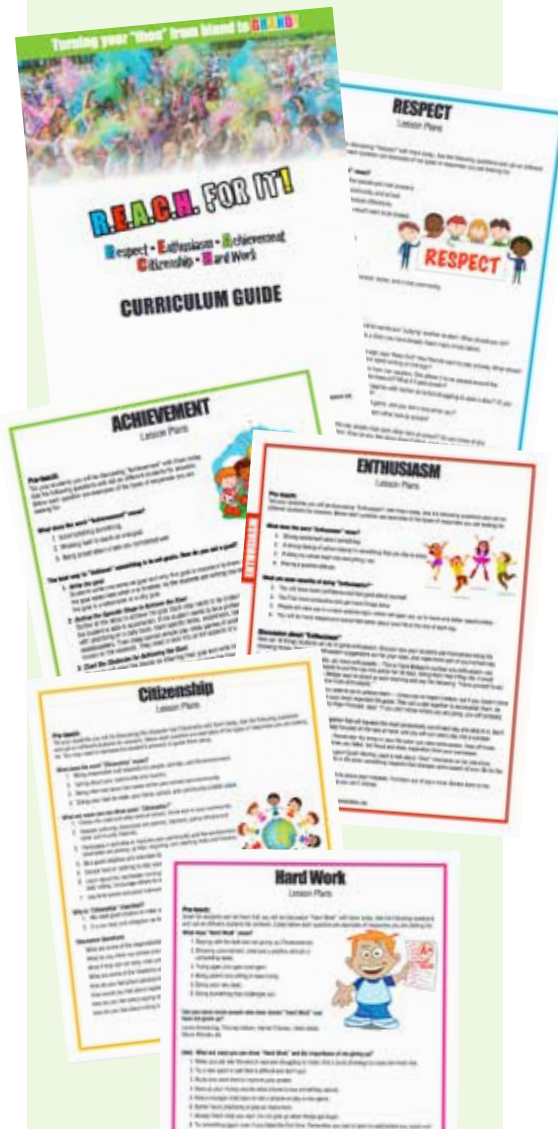
R.E.A.C.H. FOR IT Curriculum Program

This program is created for elementary students. The 5 full lesson plans include daily audio messages, activities, discussion questions, and even book suggestions! The lessons are fun and creative. (29 pages!)

R.E.A.C.H. For It!

Curriculum covers life lessons:

Respect • Enthusiasm • Achievement
Citizenship • Hard Work!





FEE-BASED EVENTS

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- Student Reward Program: Great incentives including sunglasses, wigs and much more.
- Student Reward Pre-Packing: We pre-pack the rewards per seller for easy distribution.
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- R.E.A.C.H. FOR IT: Curriculum program with daily audio announcements and video kick-off.
- Feed on Fitness Twitter Feed: Healthy lifestyle suggestions kids can use for life.
- D.J. Party Guide: Suggested script, tips and suggested song list if you hire a D.J.
- Custom pledge site with banner ads for your group to sell and keep 100% of the profit. *We suggest selling them for \$500 each.*
- Freight for all of the above items that are shipped to your group is included - No hidden fees!
- Great Customer Service!

What YOU provide and are responsible for:

- Happy Volunteers to plan and run the event.
- \$3.00 per T-Shirt for participants and/or volunteers.
- After party expenses: DJ, water or anything else your group would like to have at your party. The banner ad sales should cover those expenses.
- The event is run just like a book fair or holiday shop by your volunteers so you have maximum control, profit and can make the Color-A-Thon your very own!
- Play our Kick-Off video for big impact & max donations
- Your group will play the mid-sale announcements to keep up student interest.

Charge of Flat \$30 Entry Fee!

A Great Option for Large Groups and Community Events!

Color-A-Thons are a fun, healthy family and community event to help you raise money for your school or group!

From start to colorful finish, School-A-Thon™ will provide you with Everything You Need for a SUCCESSFUL EVENT - at NO CHARGE!

- T-shirts* and color packs for all who register
- Event website
- Route markers
- The option to purchase items to sell at your event
- Money Management Software for accepting credit card and running reports
- And MUCH MORE!



Color Packs (assorted colors)

Your only cost is \$3.00 for each Color-A-Thon T-shirt shipped to you.

Every registration includes a COLOR-A-THON T-SHIRT and a DYE PACK.

Plus we'll send you BULK COLOR according to the amount of money you raise! (\$3/T-shirt cost to the school/group)

Color-A-Thon Step-by-Step Event Planning Guide

A 12-page guide that will take you step by step through the entire process of the planning your Color-A-Thon event. From the initial planning stages with your committee, the Kick-off, all the way to the actual Color-A-Thon event, this guide will provide you with all the information you need for a successful event. We even provide you with a D.J. Party Guide.





Mobile-Friendly Websites!

Event Website with Your Own Personalized URL for Registration

- Event website for community registration and for promoting your event.
- Take walk-up registrations right up to the start of the event!
- Ad spaces to sell: use the profits for your After Party! We suggest selling these banner ads for \$500 each.
- Social Media buttons to spread the word!



It's All in the Details

We provide you with all you need to plan, promote and successfully execute your event.

- 30 route marker flags
- Arches and Flags available to rent
- Posters, Videos, Audio Recordings
- Sponsor Portal site where you can download customizable postcards, videos, posters, kick-off powerpoints and more!

Purchase Extra Items to Sell on Your Event Day!

Dye packs, T-shirts, wacky wigs, sunglasses, colorful tutus, stockings and more, all at a low bulk price.

Money Management Software (FREE to You!)

- Mobile-Based & Ready!
- Track donations
- Accept credit card payments
- Run sales reports

MONEY MANAGEMENT SOFTWARE

Mobile-Friendly Software!

Take Credit Card Payments with No Processing Fees*!

School-A-Thon's most sought-after feature is the FREE Money Management Software we provide. This software allows you to pull and sort reports, add students, add walk-ups, take credit cards with NO PROCESSING FEES* and much more! (* No CC processing fees charged to the group!)



Call Now and Let's Get Started!

**PICK YOUR
EVENT DATE!**

**PLAN and
PROMOTE!**

**HAVE FUN in
FULL COLOR!**



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