EVERYTHING
YOU WANTED
TO KNOW ABOUT

Color-A-Thon™

and maybe even a little more!

Color-A-Thon

DONATION-BASED EVENTS
70% PROFIT with donation of $7500 or more!
50% PROFIT with donations less than $7500.

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

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!

Take your **"THON"** from bland to **GRAND!**

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 to have a **SUCCESSFUL EVENT!**
- Donation envelopes for each student
- Students who raise $30 in donations get a Color-A-Thon T-shirt*, a race bag and a color dye pack!
- Rewards Program
- Quick Start & Mid Sale Incentive Program
- Individual student websites
- Event site
- Money Management Software for accepting credit cards and running reports
- SO MUCH MORE!

*Your only cost is $3 for each Color-A-Thon t-shirt shipped to you.

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.

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 & 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 outdoor flags for use during your event.
- ☑ 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 and max donations
- ☐ Your group will do the Quick Start and Mid-Way Give-Away to incentivize the students and maximize donations.
- ☐ Your group will play the mid sale announcements to keep up student interest.

2 WAYS TO PUMP UP THE COLOR!

Donation-Based
- Great for elementary and middle schools
- 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!

Entrance Fee-Based
- Great for high schools or for an entire community!
- Simplified to just an entry fee that you set!
- Everyone who enters gets a t-shirt* and individual color pack!

*Your only cost is $3 for each Color-A-Thon t-shirt shipped to you.

Build your Friends & Family Color Club
For every $30 a student raises after their initial $30 in donations, they can add up to 6 people to their Color Club for Free! They get to participate in your group's event and get a t-shirt and dye pack!
($3/t-shirt cost to school)
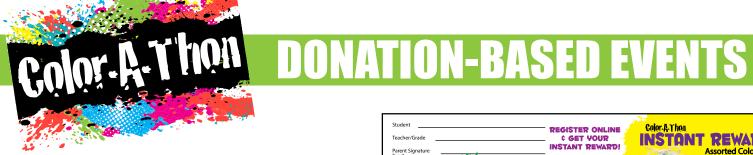This is an optional program.

BUILD YOUR FRIENDS & FAMILY COLOR CLUB!

Both the Donation and the Entrance Fee Events work great for district-wide or multiple school events!

Color-A-Thon

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-A-Thon 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.

Personalized websites mean more profit for you!

Students can create and track their own donations plus your group has its own personalized event website!

- Personalized Student Website
- 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!

Plus it's mobile-friendly!

It's all in the details

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

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

Money Management Software

- FREE to you!
- Track Donations
- Accept Credit Cards
- Run Reports

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.

R.E.A.C.H. For It! Curriculum covers life lessons:
- Respect
- Enthusiasm
- Achievement
- Citizenship
- Hard Work!

Color-A-Thon

FEE-BASED EVENTS

70% PROFIT with registrations of $7500 or more!
50% PROFIT with registrations less than $7500.

Charge a flat $30 entry fee!
This is a great option for High Schools, and for Community Events!

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.
- ☑ 15 Event Posters: To promote your event throughout the community
- ☑ Registration Fliers.
- ☑ Custom registration web site with banner ads for your group to sell and keep 100% of the profit. **We suggest selling them for $500 each.**
- ☑ Credit Card Processing: For online registration.
- ☑ Money Management Software: An easy tool to assist and organize the chairperson with entry fees.
- ☑ Option to rent Color-A-Thon outdoor flags for use during your event.
- ☑ Option to rent Color-A-Thon Arch for your event.
- ☑ 30 route marker flags: Makes marking your course easy and helps guide your participants.
- ☑ Feed on Fitness Twitter Feed: Healthy lifestyle suggestions kids can use for life.
- ☑ DJ Party Guide: Suggested script, tips and suggested song list if you hire a DJ.
- ☑ 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 these expenses.
- ☐ The event is run by your volunteers so you have maximum control and profit and can make the Color-A-Thon your very own.

From start to colorful finish, School-A-Thon will provide you with everything you need to have 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
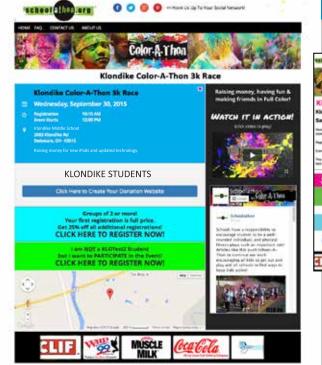- Money Management Software for accepting credit card and running reports
- SO MUCH MORE!

Your only cost is $3 for each Color-A-Thon T-shirt shipped to you.

Every registration includes a **COLOR-A-THON T-SHIRT** *($3/t-shirt cost to the school/group)* and a **DYE PACK**. Plus we'll send you **BULK COLOR** according to the amount of money you raise.

Color-A-Thon 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.

Be the HERO of your community!

This is a perfect community event!
Color-A-Thons are a fun, healthy family and community event to help you raise money for your school or group. And we are with you every colorful step of the way!

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!

Plus it's mobile-friendly!

It's all in the details
We provide you with all you need to plan, promote and execute your event.

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

Purchase extra items to sell on the day of the event!
Dye packs, t-shirts, wacky wigs, sunglasses, colorful tutus, stockings and more all at a low bulk price.
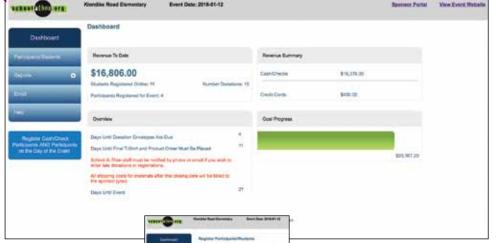
Money Management Software

- FREE to you!
- Track Registrants and the amount of money raised
- Accept Credit Cards
- Register participants up to the day of the event
- Run Reports

MONEY MANAGEMENT SOFTWARE

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 more.

Main Menu
Once you log-in with your user name and password, you have these menu items at your disposal.

Sort Participation Reports
by teacher or by student or pull up a list of all your participants. From here you will be able to see the progress of online (credit card) donations.

Search for an existing participant
This is useful when you are adding "in-hand" cash donations at the end of your donation period.

Quickly add a new participant
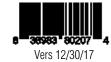Add students and their donations at the end of the donation period, or add walk-ups up to the start of your event!

LET'S GET STARTED!

1. Pick your event date!

2. Plan & Promote!

3. *Have Fun in Full Color!*

Call now and let's get started!
www.schoolathon.org • 844-538-4015