

**EVERYTHING
YOU WANTED
TO KNOW ABOUT**

Color-A-Thon™

and maybe even a little more!

Presented by **schoolathon.org**™

Color-A-Thon™

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 3k race/walk that ends in a blast of color...the Color-A-Thon!

COMMUNITY CHARACTER • COLOR!

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



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!

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

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



DONATION-BASED EVENTS

70% PROFIT with donation of \$5000 or more!
60% PROFIT with donations less than \$5000.

Color-A-Thon

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

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

Steps To Success In-School Incentive Program
 \$150 Level Family Discount • 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
- Rewards Program
- Innovative 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 and all event information right on the Donation Envelope!

We have a donation envelope available for groups who do not want the \$150 Level Family Discount.



\$150 Level Family Discount

For each student who reaches \$150 in donations, they can register 4 additional immediate family members for the Color-A-Thon event for free. Each family member receives a t-shirt and a color pack (\$3/t-shirt cost to school). This is an optional program.

Cumulative Rewards Program

Students can earn rewards with as little as \$30 raised. The first \$30 a student raises earns them a t-shirt, 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, wiper glasses, wacky wigs and more.

Color-A-Thon AMAZING REWARDS

JUST ADD COLOR!
 The more donations you collect, the more color AND amazing rewards you receive!

- \$500 IN DONATIONS: WACKY TUTU & STOCKINGS!**
 In addition to everything you've earned!
- \$350 IN DONATIONS: SHOUT-IT-OUT MEGAPHONE!**
 In addition to everything you've earned!
- \$250 IN DONATIONS: WIPER GLASSES!**
 In addition to everything you've earned!
- \$150 IN DONATIONS: WACKY WHITE WIG!**
 In addition to everything you've earned!
- \$125 IN DONATIONS: ANOTHER COLOR DYE PACK PLUS WACKY SUNGLASSES!**
 You've got 5 packs of color!
 In addition to everything you've earned!
- \$100 IN DONATIONS: ADDITIONAL COLOR DYE PACK!**
 That's a total of 4 packs!
 In addition to everything you've earned!
- \$75 IN DONATIONS: ANOTHER COLOR DYE PACK PLUS HEADBAND!**
 Now you have 3 packs!
 In addition to everything you've earned!
- \$50 IN DONATIONS: COLOR DYE PACK PLUS DRAWSTRING BAG!**
 That's 2 packs!
 In addition to everything you've earned!
- \$30 IN DONATIONS: PARTICIPATE IN COLOR-A-THON. GET A T-SHIRT PLUS GET A BONUS COLOR PACK WHEN YOU REGISTER ONLINE!**

Raising money, having fun & making friends in FULL COLOR!

YOUR FIRST DONATION You Give... We Give!
 A donation will be made to Humankind Water to provide clean water for 1 person for 1 year. Let's give back together. Find out more, visit www.schoolathon.org.

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.
- 4 Hallway Posters: To promote your sale.
- 25 Event Posters to promote your event throughout the community.
- Pledge/Collection Envelopes: One for each participant.
- Parent Letter: We print the letter for you.
- Custom Pledge Site: For each participant.
- Credit Card Processing: For online donations.
- Credit Card Fees: Included at no additional charge.
- Money Management Software: An easy tool to assist and organize the chairperson with counting & collecting donations.
- Student Reward Program: Great incentives including personal color packs, sunglasses, wigs and much more.
- Student Reward Pre-Packing: We pre-pack the rewards per seller for easy distribution.
- 6 Color-A-Thon outdoor flags: For use during your event. (Start, Finish and 4 color station flags) *Events with less than \$5000 in donations will not be sent flags.*
- 30 route marker flags: Makes marking your course easy and helps guide your participants.
- Humankind Water: You Give We Give = Clean water for 1 person for 1 year per participant.
- 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 two 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!

Color-A-Thon

DONATION-BASED EVENTS

Customize with your own drawings!

Steps To Success Incentive Program

This FREE incentive program rewards students with customized in-school drawings to keep up the excitement during the fundraising period. The students earn chances to win prizes that you come up with as they make STEPS toward more donations. When they turn in a colored step to you, they get a collectible sneaker key chain!

Golden Vacation Get Away Contest

When students reach \$150 in donations, they turn in the Gold Step for the gold sneaker key chain, plus they are entered to win a \$50 VISA Gold Card (provided FREE from School-A-Thon!). All winners of the \$50 VISA Gold CARD are automatically entered into the Golden Vacation Get-away Contest! (This is FREE optional program!)

It's a great visual reminder at school!

We provide you with all the materials:

- Coming Soon Poster
- Goal Poster
- Steps To Success Brochures
- All the collectible Sneaker Key Chains,
- \$50 VISA Gold Card
- One entry into the Golden Vacation Get Away Contest!



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.

REACH FOR IT!

Respect • **E**nthusiasm • **A**chievement
Citizenship • **H**ard 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.

R.E.A.C.H. For It! Curriculum covers life lessons:

- Respect
- Enthusiasm
- Achievement
- Citizenship
- Hard Work!

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!
- 2 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!

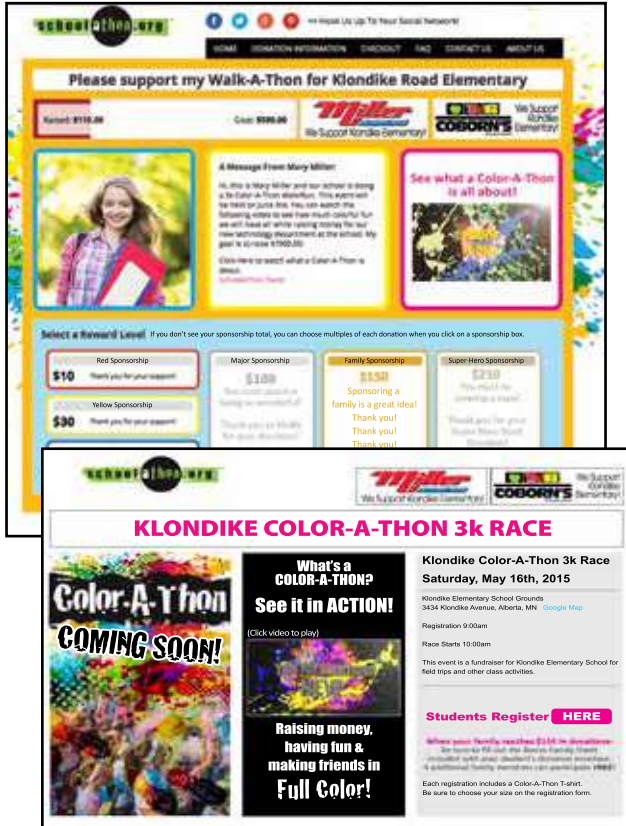
It's all in the details

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

- Flags: start, finish and 4 en route plus 30 marker flags
- 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



Color-A-Thon

FEE-BASED EVENTS

70% PROFIT: \$40 entry fee
60% PROFIT: \$30 entry fee

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.
- 25 Event Posters: To promote your event throughout the community
- Registration Fliers.
- Custom registration site with two 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.
- Credit Card Fees: Included at no additional charge.
- Money Management Software: An easy tool to assist and organize the chairperson with entry fees.
- 6 Color-A-Thon outdoor flags: For use during your event. (Start, Finish and 4 color station flags). *Events with less than 200 participants will not be sent flags.*
- 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.

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

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 site
- Flags and 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 number of registrants you get.

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Be the HERO of your community!



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!
- 2 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 execute your event.

- Flags: start, finish and 4 en route plus 30 marker flags
- 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.

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!



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

