



# Button of Savings **COMBO PACKAGE** AND **Logo Submission GUIDELINES**

## **COMBO PACKAGES** are the way to go:

Buy a package and SAVE! The more you participate, the more you SAVE. If you want to get the most out of the Button of Savings, this is how to do it! We have two packages to choose from. The bigger the package, the more exposure you GAIN and the more money you SAVE!

### **\$250 Package** This package includes:

- >> 21 Individual and 3 Family Packs of buttons (for you to sell in your place of business)
- >> Your logo on our website as one of the places to buy the Button of Savings
- >> A Point of Sale display for your store
- >> The opportunity to sell the Button of Savings for LESS in advance
- >> Recognition as a \$100 Sponsor\*
- >> 1 Button of Savings Discount Offer Application Fee (Form #1)
- >> 1 Awesome! August Event Application Fee (Form #2)

**This is a savings of \$100!**  
PLUS you can earn back \$150 when you sell all your buttons. Then, this package only costs you \$100!

**This is a savings of \$150!**

PLUS you can earn back \$550 when you sell all your buttons. Then, this package only costs you \$50!

### **\$600 Package** This package includes:

- >> 80 Individual and 10 Family Packs of buttons (for you to sell in your place of business)
- >> Your logo listed as one of the places to buy the Button of Savings in our Event Guide, on our website AND all advertisements for the Button of Savings. PLUS all the benefits listed on page 13 of the Participation Guide DVD
- >> Recognition as a \$500 Sponsor\*
- >> 1 Button of Savings Discount Offer Application Fee (Form #1)
- >> 1 Awesome! August Event Application Fee (Form #2)

\* Includes all sponsorship benefits at that level of sponsorship. See the "Benefits at a Glance" located in the Participation Guide DVD.

If you choose a **COMBO PACKAGE**, please include the following four items in one envelope:

1. Form #1 Button Discount Form
2. Form #2 Awesome! August Event Form
3. Form #4 Pre-Purchase Buttons Form
4. Check for amount determined above—payable to Woodbury Days Council or Credit Card Authorization Form (from DVD page 22)

PLUS: Email logo to [rpsommer@comcast.net](mailto:rpsommer@comcast.net). See logo guidelines below.

**MAIL TO:** Woodbury Days Council Attn: Button of Savings Package, P.O. Box 25042, Woodbury, MN 55125  
For more information contact: Cheryl Woodley at 651-702-7320 or [Cheryl.Woodley@micorp.com](mailto:Cheryl.Woodley@micorp.com)

## **LOGO GUIDELINES:**

Email your color and black & white logo in Illustrator .ai or .eps format to [rpsommer@comcast.net](mailto:rpsommer@comcast.net)  
If you don't have this file format on hand, you might obtain a copy from:  
Your marketing department, graphic designer who created your logo, signage or printing company.  
For questions about submitting your logo, contact Rich Sommer at It's All Digital at 651-735-2000.



# Button of Savings **DISCOUNT FORM**

Use this form to indicate your participation in the Button of Savings discount offer. Refer to pages 8 -13 of the Participation Guide DVD for a list of benefits and the 2009 Event Guide pages 6-10 for sample discount offers found on page 10 of the Participation Guide DVD.

#1

**Sample Ad**

## OFFER A DISCOUNT... *Save!*

**YES!** I would like to participate in the Button Discount Offer



### DISCOUNT INFORMATION:

Text: List exactly how your discount should read in all our publications.  
Limit 50 characters including spaces and punctuation (does not include address and phone).

Address OR Website: \_\_\_\_\_ Phone Number: \_\_\_\_\_

**COST:**  
I would like to purchase a Button of Savings Combo Package and **SAVE!** (See Combo Package sheet for details)

- \$250 Combo Package (Include completed Forms #2 and #4)
- \$600 Combo Package (Include completed Forms #2 and #4)

I would **JUST** like to participate in the Button Discount Offer  
 \$100 (This fee is included in Combo Package)

The fee to participate in the Button of Savings Discount offer is \$100 per listing. If you would like to do multiple listings for added exposure, please fill out a separate form for each listing. Copies of this form are acceptable.

### Return the following 4 items by May 1, 2010

1. Completed and signed **Button Discount Form** (this form)
2. If choosing a Combo Package also include completed Forms #2 and #4.
3. Logo emailed to **rpsommer@comcast.net**. See logo guidelines on Combo Package Details Form.
4. Check payable to Woodbury Days Council or Credit Card Authorization Form (from DVD page 22)

Business/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail Address (required\*) \_\_\_\_\_

\* We will be sending a proof via email when we produce the Button of Savings discount listings.

By signing below, I agree to participate in the Button of Savings Promotion and agree to provide the discount listed above.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**MAIL TO:** Woodbury Days Council Attn: Button of Savings, P.O. Box 25042, Woodbury, MN 55125  
For more information contact: Cheryl Woodley at 651-702-7320 or Cheryl.Woodley@micorp.com



# Awesome! August **EVENT FORM**

# #2

Use this form to indicate your participation in the Awesome! August Free Event or Activity. Refer to page 11 of the Participation Guide for a list of the benefits for hosting a FREE event and the 2009 Event Guide pages 8-12 for sample event listings.

## HOST AN EVENT... *Play!*

An Awesome! August Event is a great way to extend the FUN of Woodbury Days while **INCREASING TRAFFIC** to your store.

### **YES! I would like to host a FREE Awesome! August Event**

In order to host an Awesome! August Event you must also participate in two of the other Button of Savings options 1, 3, or 4. Purchasing a Combo Package would fulfill this obligation.

### **EVENT INFORMATION:**

Title of Event \_\_\_\_\_ Location Name \_\_\_\_\_

Brief Description (25 word maximum. WDC reserves the right to edit when necessary due to space restrictions).

Location Address \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_ Age for Participation \_\_\_\_\_

### **COST**

**I would like to purchase a Button of Savings Combo Package and SAVE!** (See Combo Package sheet for details)

\_\_\_\_\_ \$250 Combo Package (Also include completed Forms #1 and #4)

\_\_\_\_\_ \$600 Combo Package (Also include completed Forms #1 and #4)

**I would like to purchase an Awesome! August Event\* individually.** I understand that I also need to participate in two other Button of Savings options 1, 3, or 4 in addition to hosting an Awesome! August Event.

\_\_\_\_\_ \$100 (This fee is included in Combo Package)

\*The fee to host an Awesome! August Event is \$100 per listing. If you would like multiple listings for added exposure, please fill out a separate form for each listing. Copies of this form are acceptable.

### **Return the following 4 items by May 1, 2010**

1. Completed and signed **Awesome! August Event Form** (this form)
2. If choosing a Combo Package, also include completed Forms #1 and #4.
3. Logo emailed to **rpcsommer@comcast.net**. See logo guidelines on Combo Package Form.
4. Check payable to Woodbury Days Council or Credit Card Authorization Form (from DVD page 22)

Business/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail Address (required\*) \_\_\_\_\_

\* We will be sending a proof via email once we produce your Awesome! August Event listing.

By signing below, I agree to participate in the Awesome! August Promotion and agree to provide the event/activity listed above.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**MAIL TO:** Woodbury Days Council Attn: Awesome! August Event, P. O. Box 25042, Woodbury, MN 55125

For more information contact: Cheryl Woodley at 651-702-7320 or Cheryl.Woodley@micorp.com



# Button of Savings PRIZE FORM

# #3

Use this form to donate an adult or child prize for the Button of Savings prize drawing. Refer to page 12 of this DVD for more details on the benefits of donating a prize and the 2009 Event Guide pages 18-25.

See Benefits at a Glance chart for details.

## DONATE A PRIZE... Win!

The Button of Savings Prize Drawing has both adult and child prizes. Each button purchase represents a chance to win an adult and a child prize. The prize drawing is critical to the success of the Button of Savings program. The value of your donated prize or prizes will count towards your sponsorship recognition.\* Minimum prize values are \$500 each for adults (18 years & older) and \$100 each for children (17 years or younger). Prizes will vary in value; the higher the value, the more prominently the prize will be displayed in all advertisements. So set your sights high!

\*Maximum level of Sponsorship Recognition available for this type of sponsorship is \$2000, unless you are donating the Adult Grand Prize.

### PAST PRIZES HAVE INCLUDED:

#### Sample ADULT PRIZES:

- \$500 Caribou Gift Card
- 5 Six-Meal Super-Supper Session
- 1 Free Rocco's Pizza /week for a year

#### Sample CHILD PRIZES:

- iPod Shuffle
- \$100 Creative Kidstuff Gift Card
- Birthday Party at Perpetual Motion

<b>CHILD PRIZE(S)</b> <b>YES! I would like to donate the following:</b>	Prize _____
	Quantity _____ Dollar Value of each prize \$ _____
	Prize _____
	Quantity _____ Dollar Value of each prize \$ _____
<b>ADULT PRIZE(S)</b> <b>YES! I would like to donate the following:</b>	Prize _____
	Quantity _____ Dollar Value of each prize \$ _____
	Prize _____
	Quantity _____ Dollar Value of each prize \$ _____

**PRIZE REQUIREMENTS:** Gift Certificates are acceptable donations as long as they do not require an additional purchase to redeem and must not expire before February 28, 2011. All prize donations are subject to Woodbury Days Council approval. Woodbury Days Council reserves the right to distribute all donations to the program or prize they deem necessary. Any unclaimed prizes will be redistributed to other programs at the discretion of Woodbury Days Council in an effort to utilize all donations.

### Return the following 3 items by May 1, 2010

1. Completed and signed **Button of Savings Prize Form** (this form)
2. Logo emailed to [rpommer@comcast.net](mailto:rpommer@comcast.net). See logo guidelines on Combo Package form.
3. Please send or mail ALL PRIZES with this form by the May 1st deadline.

Business/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail Address (required\*) \_\_\_\_\_

#### Please Indicate Your Sponsorship Level:

(Equal to total \$ value of all donated items)

- \_\_\_ \$2,000 Silver
- \_\_\_ \$1,000 Bronze
- \_\_\_ \$500 Copper
- \_\_\_ \$250 Nickel
- \_\_\_ \$100 Aluminum

\* We will be sending a proof via email once we produce your prize listing.

By signing below, I agree to participate in the Button of Savings Promotion as listed above:

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**MAIL TO:** Woodbury Days Council Attn: Button of Savings Sponsorship, P.O. Box 25042, Woodbury, MN 55125  
For more information contact: Cheryl Woodley at 651-702-7320 or [Cheryl.Woodley@micorp.com](mailto:Cheryl.Woodley@micorp.com)



# Pre-Purchase **BUTTON FORM**

Pre-Purchase Buttons to sell at your place of business and DRIVE potential customers to your front door. The amount of money you spend to pre-purchase Buttons counts toward sponsorship recognition, and if you sell all your buttons, your sponsorship will have cost you nothing! You can reach any level of sponsorship you desire by purchasing that dollar amount of Buttons. Refer to page 13 of the Participation Guide DVD for more details and the Benefits at a Glance Chart for Sponsorship recognition details.

#4

## PRE-PURCHASE the *Button of Savings*

Pre-Purchase Buttons to sell at your place of business **OR** to give to your **BEST** customers or employees as a thank you gift. The amount of money you spend will count towards sponsorship recognition **AND** if you sell all your Buttons this sponsorship will cost you nothing! Refer to page 13 of the Participation Guide DVD for more details.

**>>PRE-PURCHASE BUTTONS to sell as a SPONSORSHIP**

**OR as a BUTTON OF SAVINGS *Combo Package!***

**YES! I would like to Pre-Purchase and sell the Woodbury Days Button of Savings**

**I would like the following combination of Buttons to reach a Sponsorship Level of \$ \_\_\_\_\_**

\_\_\_\_\_ Individual Buttons at \$5/each for a total cost of \$ \_\_\_\_\_

\_\_\_\_\_ Family 4-Packs\* of buttons at \$15/each for a total cost of \$ \_\_\_\_\_

Maximum Sponsorship Recognition allowed is \$5000. Purchase buttons in any combination, \$125 minimum purchase required.

**I would like to purchase a Button of Savings Combo Package and Save!** (See Combo Package Sheet for details)

\_\_\_\_\_ \$250 Combo Package\*\*

Includes 21 individual and 3 Family Packs (Also include completed Forms #1 and #2)

\_\_\_\_\_ \$600 Combo Package\*\*

Includes 80 individual and 10 Family Packs (Also include completed Forms #1 and #2)

\*Family 4-Packs come pre-packaged and cannot be broken apart, they must be sold as a package.

\*\*See Combo Package Sheet for complete listing of all benefits.

### Return the following 4 items by May 1, 2010

1. Completed and signed **Pre-Purchase Buttons Form** (this form).
2. If choosing a Combo Package include Forms #1 and #2.
3. Logo emailed to **rsommer@comcast.net**. See logo guidelines on Combo Package Form.
4. Check for amount determined above, payable to Woodbury Days Council or Credit Card Authorization Form (from DVD page 22)

Business/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail Address (required) \_\_\_\_\_

By signing below, I agree to participate in the Button of Savings Promotion as listed above:

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**MAIL TO:** Woodbury Days Council Attn: Button of Savings Sponsorship, P.O. Box 25042, Woodbury, MN 55125

For more information contact: Cheryl Woodley at 651-702-7320 or Cheryl.Woodley@micorp.com

#### Please Indicate Your Sponsorship Level:

(Equal to total \$ value of all donated items)

- \_\_\_\_\_ \$5,000 Platinum
- \_\_\_\_\_ \$3,000 Gold
- \_\_\_\_\_ \$2,000 Silver
- \_\_\_\_\_ \$1,000 Bronze
- \_\_\_\_\_ \$500 Copper
- \_\_\_\_\_ \$250 Nickel
- \_\_\_\_\_ \$100 Aluminum