

team captain kit



Spring Spin: One Good Turn To Benefit Another™

The Great Escape & Splashwater Kingdom

Every Operating Day in May!

12 days to choose from!

For more information visit www.springspin.com, call 1-866-388-SPIN (7746) or email info@springspin.com

Page 1

Copyright © 2003-2010 Peri Marketing & Public Relations, Inc. All rights reserved
"Spring Spin: One Good Turn To Benefit Another" is a registered mark of Peri Marketing & Public Relations, Inc.

raising thousands of dollars for local charities

We couldn't do it without you! Spring Spin™ is an easy and fun way to raise money for your favorite nonprofit organization while offering the ticket purchaser the best value of the season at The Great Escape & Splashwater Kingdom. At a time when donations to local charities are down, this offers a unique way for nonprofit organizations, schools, little league teams and church groups to raise money for that purchase – big or small – that has been out of reach in the past.

For the sixth year in a row, we're celebrating the season opening of The Great Escape & Splashwater Kingdom by giving all nonprofit organizations an opportunity to raise thousands of dollars.

How it works:

- Your organization sells tickets for just \$19.99, the best value of the year. General admission is \$40.99, plus tax per ticket.
- **Keep \$5 from every ticket sold.**
- Your fundraising goal is achieved at no cost to your organization. No money is required up front and all tickets and promotional materials are provided at no cost to you.
- Win additional prize money by selling the most tickets.
- Plus, Team Captains can earn four FREE tickets!

Guests receive:

- A full day of unlimited rides, spectacular shows and incredible attractions – there's something for the whole family
- A special "C'mon Back!" ticket to revisit the park any day during the 2010 season for just \$13, plus tax
- Opportunity to upgrade to a season pass for only an additional \$34.99, plus tax!



For more information visit www.springspin.com, call 1-866-388-SPIN (7746) or email info@springspin.com

Page 2

Copyright © 2003-2010 Peri Marketing & Public Relations, Inc. All rights reserved

"Spring Spin: One Good Turn To Benefit Another" is a registered mark of Peri Marketing & Public Relations, Inc.

ways to register

registration options

Option 1 – Online Registration – www.springspin.com

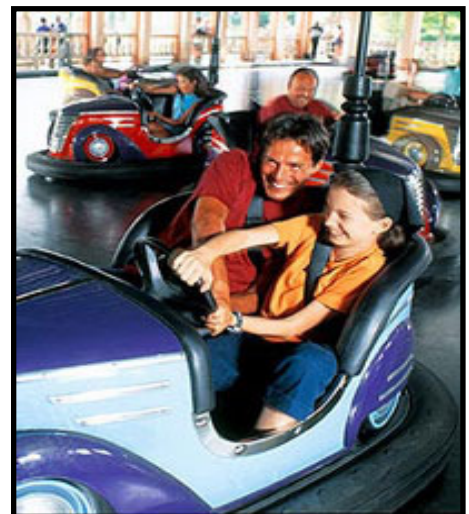
Registering online is the quickest and easiest way to confirm your participation in this fundraiser. Register your nonprofit organization at www.springspin.com. Click on “Sign Up Now.”

Option 2 – FAX – (866) 871-9937

You may download a copy of the participation form when you visit www.springspin.com, then click on “Sign Up Now.” The participation form is available in a pdf format. Complete the form and fax it to (866) 871-9937.

what’s required with registration

1. Each nonprofit organization is required to complete and sign the participation form.
2. Check for accuracy
 - a. Is your federal tax-exempt number included?
 - b. Is contact information correct for the team captain and the nonprofit?
 - c. Is your email address correct?
 - d. Have you faxed a copy of your **ST 119.1 Sales Tax Exempt Certificate** to (866) 871-9937?
3. Program your email system to accept emails from springspin@nndmail.com. Throughout the event, we communicate with you via email, with selling tips, updates and ticket reporting reminders. We never share this email information with anyone; it is only used to communicate with you for Spring Spin™.
4. After you have submitted your participation form, you will receive a confirmation email of your participation including details about the ticket distribution luncheon time and location.





What's required of the team captain?

1. Attend a fun and informational luncheon where you pick up your tickets and posters and learn lots of great selling tips.
2. Keep track of the tickets you are issued. We provide you with a ticket tracking form along with your tickets for your convenience (sample enclosed). All tickets have a bar code and ticket number. The bar code will identify the selling organization. Track ticket sales by the ticket number. Keep record by ticket number as you distribute tickets to volunteers.
3. Promote the event on your website, blog, Facebook page, newsletter or bulletin boards and place posters provided by The Great Escape & Splashwater Kingdom in high visibility areas of your organization.
4. Distribute flyers to friends and family.
5. Read Spring Spin™ emails for up-to-date news and information about incentives and get the word out to your team members.
6. Sell the tickets for \$19.99 (or \$20.34 if you have not verified your tax exempt status). Tickets should never be sold at more or less than that value. Keep \$5 for every ticket sold.
7. Pay \$14.99 per ticket (or \$15.34 if you have not verified your tax exempt status), you keep \$5 per ticket sold, and/or return any unsold tickets on or before the final ticket turn-in session on Wednesday, May 26, 2010. All unsold tickets must be returned prior to May 26, 2010.
8. Report your ticket sales to date according to the "ticket reporting schedule" posted on www.springspin.com, click "Info for Charities."
9. Request more tickets. Once you have paid for your initial supply of tickets, you may request more tickets. Please email info@springspin.com or call 1-866-388-SPIN (7746).
10. At the final ticket sales reporting, bring a consolidated check made out to Spring Spin for \$14.99 times the number of tickets you have sold or \$15.34 times the number of tickets you have sold if your organization is not sales tax exempt in New York.

use these tips to sell more tickets

- Value: It's the best value of the season!
 - A special "C'mon Back!" ticket to revisit the park any day during the 2010 season for just \$13, plus tax
 - PLUS, upgrade to a season pass for only an additional \$34.99, plus tax!
- Unlimited rides: Be among the first to see the park for the season and before the summer crowds.
- Spectacular shows and incredible attractions – there's something for the whole family.

forming your team

building team spirit!

1. Contact the principal at your school, the pastor at your church, the president of your club or the director of your favorite charity – in other words, the person in charge of your nonprofit organization. Ask for ideas on how to recruit and get the word out to students, volunteers and/or members of your organization.
2. Spread the word on your Facebook page, your organization's website or blog. Recruit team members with your contagious enthusiasm for fundraising and having fun. Your team can consist of neighbors, classmates, friends, family or anyone you know and trust.
3. Encourage each team member to have his/her own fundraising goal. It's always more fun to reach a goal with a friend.
4. Recruit co-captains to help you organize your team.
5. Seek support from other departments, clubs within the school or different organizations. Create friendly competitions between departments, grades or different clubs.
6. Prepare a news release for your in-house newsletter or school newspaper. Prepare a poster or bulletin board announcement (see sample on following page).
7. Prepare a flyer (see sample on page) and distribute it at meetings, rallies, church services or any place where people interested in supporting your group might gather.
8. Use email, voicemail or bulletin boards to distribute information.
9. Schedule a special day, time and place for ticket purchases.

organizing your team

1. Hold a team rally and distribute tickets and ticket tracking forms. Make it easy for your team to keep track of each and every ticket.
2. Distribute ticket order forms for volunteers who want to get started before the ticket distribution luncheon or if they run out of tickets.
3. Announce the ticket sales reporting schedule and ask all team members to contact you either by email or phone with the number of tickets sold the day prior to each due date.

recognize your team's efforts

1. Take pictures at the event of everyone at the park and post them in a common area.
2. Write a follow-up article for your in-house newsletter or school newspaper.
3. Plan a post-event party to celebrate your team's success, announce how much you raised, and to thank team members and co-captains.

WE WANT YOU!

...to join our team. We're organizing a team to raise money for _____ . We have been selected as one of several groups participating in the sale of admission tickets to the fundraiser Spring Spin: One Good Turn To Benefit Another™ held at The Great Escape & Splashwater Kingdom. **Tickets to Spring Spin are just \$19.99 and you may choose any operating day in May to visit the park – 12 days total!**

Tickets are just \$19.99, the best value of the season! General admission tickets are \$40.99. Each ticket we sell earns \$5 for our organization. The more tickets we sell, the more money we raise. There are also bonus checks to the top three organizations that sell the most tickets to Spring Spin™.

- A full day of unlimited rides, spectacular shows and incredible attractions – there's something for the whole family
- A special "C'mon Back!" ticket to revisit the park any day during the 2010 season for just \$13, plus tax
- Opportunity to upgrade to a season pass for only an additional \$34.99, plus tax

Drop by my office, call me at _____, or email me at _____ to receive more information or sign up for our team.

For more information on this great fundraiser visit www.springspin.com or call **1-866-388-SPIN (7746)**.

poster/flyer

Use this to promote your team. Fill in your name, phone number and email, copy it and post it throughout your office, neighborhood or school. This flyer is also available on the website www.springspin.com under Promo Materials.

Do Good. Have Fun. Go For A Spin!

Join us as we put the “fun” back in fundraising!

TO BENEFIT

[TYPE IN YOUR ORGANIZATION NAME HERE]



Any Operating Day in May!

12 days to choose from!

TICKETS JUST \$19.99, plus tax

Everyone Attending Gets:

- A full day of unlimited rides, spectacular shows and incredible attractions
- A special “C’mon Back!” ticket for any day during the 2010 season for just \$13, plus tax
- Opportunity to upgrade to a Season Pass for only an additional \$34.99, plus tax!

*The more tickets we sell,
the more money we raise.*

Visit www.springspin.com for details.

LAKE GEORGE • NEW YORK
THE GREAT ESCAPE
& SPLASHWATER KINGDOM
A Six Flags® Theme Park

For more information and tickets:

[Put your sales representative phone number here]

sample ticket tracking form

Use this form to keep track of your assigned tickets. All tickets have a bar code and ticket number. The bar code will identify the selling organization. Use the ticket number to track ticket sales, by volunteer. This ticket tracking form is provided when you receive your tickets.

Spring Spin™ Ticket Tracking Form

Organization Name: _____

Tickets Received: _____

Volunteer Name	Ticket Sequence Distributed	Ticket Reporting 1	Ticket Reporting 2	Ticket Reporting 3	Final Ticket Turn-in & Sales Reporting	Tickets returned
	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
	11					
	12					
	13					
	14					
	15					
	16					
	17					
	18					
	Total Tickets Sold To Date					
Total Due = Tickets Sold * \$14.99 OR \$15.34						

**Please use this form to track your ticket sales
and bring it with you to expedite the ticket turn-in process.**

Spring Spin Representative Organization Representative

Signature _____

sample pre-order form

[Put your organization's logo and/or name here]

We're celebrating the 2010 season opening of The Great Escape & Splashwater Kingdom with an opportunity to raise thousands of dollars for our organization.

Here's how it works:

We have been selected as one of several nonprofit groups participating in the sale of admission tickets to the charity fundraiser Spring Spin: One Good Turn To Benefit Another™. **Tickets to Spring Spin are just \$19.99 and you may choose any operating day in May to visit the park – 12 days total!**

***Each ticket we sell earns \$5 for our organization.
The more tickets we sell, the more money we raise.***

Everyone who attends receives:

- A full day of unlimited rides, spectacular shows and incredible attractions – there's something for the whole family
- A special "C'mon Back!" ticket to revisit the park any day during the 2010 season for just \$13, plus tax
- Opportunity to upgrade to a season pass for only an additional \$34.99, plus tax!

ORDER YOUR TICKETS FROM US TODAY

To order tickets, complete and mail with a check or money order to:

[Insert your organization name and mailing address here]

Name

Address

City

State

Zip

Number of tickets ordered at \$19.99 each (or \$20.34 if not exempt) Amount enclosed \$

Please make check payable to: **[Insert your organization's "Payable to" information here]**

Please call **[insert your organization's phone number here]** for more information.

Please allow one week for your tickets to be mailed to you. Thank you!



FAQ

Visit www.springspin.com for a complete list of frequently asked questions and the most up-to-date information regarding this year's event. Here's a sampling of questions answered on the website.

Do we have to pay anything up front for the tickets?

No money is required up front to receive tickets. You will be responsible for turning in the \$14.99 per ticket or \$15.34 times the number of tickets you have sold if your organization is not tax exempt (you keep \$5 per ticket) and/or any unsold tickets on or before the final ticket turn-in session.

How do we get tickets?

Each participating organization receives an initial allotment of tickets at the ticket distribution luncheon. Remember, no money is required up front for your initial supply of tickets. After you have submitted your participation form for the event, you will receive a confirmation email of your participation including details about the luncheon time and location.

Once you have paid for your initial supply of tickets, you may request more tickets. To request more tickets, please email info@springspin.com or call (866) 388-SPIN (7746). Once full payment for your initial supply of tickets has been received, subsequent tickets will be sent via FedEx Express Saver. **When requesting additional tickets please confirm the physical street address where you would like to receive the tickets. A signature is required.**

What are the rules regarding ticket sales?

Tickets are to be treated as cash. Team Captains are responsible for lost or stolen tickets. They are valued at 19.99, plus tax and should never be sold at more or less than that value. Tickets are not to be given away or reproduced under any circumstances. Tickets cannot be mailed to individuals or companies in hopes of purchase. Each organization must account for all sold and unsold tickets by the final ticket turn-in on Wednesday, May 26th.

Charging Tax

Please fax a copy of your New York State Tax Exempt form ST 119.1 to 866-871-9937. Only those organizations that have sent us a copy of this tax form verifying their sales tax exemption status prior to receiving tickets are exempt from collecting tax. If you have not sent a copy of this form prior to the ticket distribution luncheon, you will be responsible for collecting tax on every ticket sold. **The ticket price, including tax is \$20.34.**

Ticket Tracking

All tickets have a bar code and ticket number. The bar code will identify the selling organization. The ticket number will be used by the organization for tracking ticket sales. All Team Captains are responsible for accounting for all ticket sales according to the

For more information visit www.springspin.com, call 1-866-388-SPIN (7746) or email info@springspin.com

Page 10

Copyright © 2003-2010 Peri Marketing & Public Relations, Inc. All rights reserved.
"Spring Spin: One Good Turn To Benefit Another" is a registered mark of Peri Marketing & Public Relations, Inc.



schedule provided. To help you stay organized we provide you with an accounting, by ticket number of all your tickets.

Ticket Sales Reporting

It is very important that you follow the schedule for ticket reporting, payment and reconciliation for all tickets sold. We use this information to plan for guests attending Spring Spin: One Good Turn To Benefit Another™ and to calculate the winner of the incentive prizes.

Important: It is necessary to report on each and every ticket-reporting day even if you have not yet sold tickets and do not have money to turn in. To be eligible for the incentive prizes, your organization **MUST** report ticket sales by all the dates listed. If your organization has no ticket sales or money to turn in, you must still send your report by email to info@springspin.com

Please include the name of your organization and the total number of tickets you have sold to date.

Wednesday, May 26th – Final Ticket Turn-in from 9 a.m. to 6 p.m. at The Great Escape Lodge & Indoor Waterpark in the Red Maple meeting room located on the second floor. (Enter through the main entrance of the Lodge and head up the stairs to your right. Red Maple is located at the top of the stairs)

At the final ticket sales reporting you will be responsible for bringing the following to The Great Escape Lodge:

- Final payment- check made payable to Spring Spin, cash, money order or credit card
- Accounting of tickets sold/unsold, by ticket number
- All unsold tickets

All payments and unsold tickets **MUST** be turned in by 6 p.m. on Wednesday, May 26th. Team Captains are financially liable for all tickets not returned by this date regardless of the reason for non-return.

If you cannot physically get to The Great Escape for the final ticket turn-in you may send ticket payment, unsold tickets and tracking forms to the address below. Please send all correspondence with a signature required and guaranteed delivery by Wednesday, May 26th since you are financially responsible for payment and all unreturned tickets.

Spring Spin: One Good Turn To Benefit Another™
1777 Larimer St., #1202
Denver, CO 80202

If you have any questions, please feel free to email info@springspin.com or call 1-866-388-SPIN (7746).

For more information visit www.springspin.com, call 1-866-388-SPIN (7746) or email info@springspin.com

Page 11

Copyright © 2003-2010 Peri Marketing & Public Relations, Inc. All rights reserved
"Spring Spin: One Good Turn To Benefit Another" is a registered mark of Peri Marketing & Public Relations, Inc.



Important Dates:

Ticket distribution lunch – Wednesday, **March 24, 2010**

Ticket Sales Reporting

Wednesday, **April 28** via email to info@springspin.com

Wednesday, **May 12** via email to info@springspin.com

Wednesday, **May 19** via email to info@springspin.com

If you prefer you may send your report by fax to (866) 871-9937

Last day to request additional tickets Thursday, **May 20th at 5 p.m. EST**

Final ticket turn-in – Wednesday, May 26th from 9 a.m. to 6 p.m. at The Great Escape Lodge & Indoor Waterpark in the Red Maple meeting room located on the second floor. (Enter through the main entrance of the Lodge and head up the stairs to your right. Red Maple is located at the top of the stairs).

Event dates: Your Spring Spin ticket is valid one of the following dates.

Saturday, May 8 - 10 a.m. - 6 p.m.

Sunday, May 9 - 10 a.m. - 6 p.m.

Saturday, May 15 - 10 a.m. - 6 p.m.

Sunday, May 16 - 10 a.m. - 6 p.m.

Friday, May 21 - 10 a.m. - 6 p.m.

Saturday, May 22 - 10 a.m. - 8 p.m.

Sunday, May 23 - 10 a.m. - 8 p.m.

Thursday, May 27 - 10 a.m. - 5 p.m.

Friday, May 28 - 10 a.m. - 6 p.m.

Saturday, May 29 - 10 a.m. - 8 p.m.

Sunday, May 30 - 10 a.m. - 8 p.m.

Memorial Day, Monday, May 31 - 10 a.m. - 6 p.m.

Are there recommendations on ways to sell tickets?

Get the word out to your members, supporters, friends, neighbors, etc., by hanging posters, putting information in your newsletter, on your website and through Facebook, Twitter and other social networking sites. Once people realize the great value, the fun it will be and that buying a ticket will support your organization - they won't want to miss it. We will also provide posters and flyers about the event to your organization at no cost. Or, you may download a flyer from the website that you can customize for your organization.

How do Team Captains receive FREE tickets?

Leadership has its privileges! Every Team Captain (two tickets per charity) who attends the ticket distribution luncheon will receive two COMPLIMENTARY tickets to the Spring Spin™ event. Note: These "comp" tickets do not qualify for the season pass upgrade or the

For more information visit www.springspin.com, call 1-866-388-SPIN (7746) or email info@springspin.com

Page 12

Copyright © 2003-2010 Peri Marketing & Public Relations, Inc. All rights reserved
"Spring Spin: One Good Turn To Benefit Another" is a registered mark of Peri Marketing & Public Relations, Inc.



C'mon Back tickets – only paid Spring Spin™ tickets qualify for the added value benefits. Additionally, every Team Captain will receive two FREE tickets, valid any operating day during the 2010 season, at the final ticket turn-in if their organization sold 50 tickets or more.

If someone pays for tickets by check, to whom do they make it out?

Your organization! You can also suggest the purchaser use a bank charge if your organization accepts contributions that way. Then, your organization creates a **consolidated check made out to Spring Spin for \$14.99 times the number of tickets you have sold or \$15.34 times the number of tickets you have sold if your organization is not tax exempt.**

What do we do if the ticket and stub become separated?

It is important to keep the ticket with its stub attached so guests can enter the park. If the perforated ticket becomes separated, please tape the two pieces together, and make sure the ticket sequence numbers match.

What about inclement weather?

This event offers 12 days from which to choose to attend. Some rides and shows may close temporarily in severe weather. As soon as conditions permit safe operation, these rides and shows will re-open. In the rare event that the park is closed due to extended severe weather, tickets will be honored for admission any other regular operating day through June, 2010. Please call 518-792-3500, Ext. 3376 to determine if the event has been officially cancelled due to inclement weather.

Can guests upgrade to a Season Pass?

YES! To take advantage of this great offer, guests must present their Spring Spin™ ticket stub along with an additional \$34.99, plus tax at the Guest Relations window (guests need to enter the park, turn in their Spring Spin ticket at the turnstile, then use the stub to purchase the upgrade). This offer is available only on the day of the event.

How do guests purchase the C'mon Back ticket?

To receive this great added value, guests must present their Spring Spin™ ticket along with \$13, plus tax at the Guest Relations window. This special "C'mon Back!" ticket is valid any day during the 2010 season and available for purchase only on the day of the Spring Spin event.

Does everyone need a ticket to enter the park on Spring Spin™: One Good Turn to Benefit Another?

Yes, everyone who enters the park must have a ticket, except guests ages 2 and under, who will be admitted free. Tickets purchased the day of the event will be \$40.99, plus tax.



Will all of the rides be open?

Splashwater Kingdom (the water park) will not be open on Saturday or Sunday, May 8th & 9th, Saturday or Sunday, May 15th & 16th. Splashwater Kingdom will be open Friday, Saturday and Sunday, May 21st, May 22nd and May 23rd, Thursday, Friday, Saturday, Sunday and Monday, May 27th through May 31st.

What about parking?

Parking is \$10 per car and \$15 per bus for the day.

How do we qualify for the incentive prizes?

The Great Escape will award **\$750, \$300 and \$150** to the organizations that sell the most tickets. To qualify for these prizes, organizations must sell a minimum of 100 tickets and adhere to the ticket reporting procedures. Ticket sales will end on the final ticket turn-in date.

Who were the winners last year?

Winners for the 2009 event were:

- William H. Barton Intermediate School PTA – 1st place
- Paige Elementary School PTO – 2nd place
- Schuylerville Dollars for Scholars – 3rd place

What happens if our organization does not sell a minimum of 100 tickets?

You still earn \$5 for every ticket you pre-sell; however your group will NOT be eligible for the incentive prizes.

Please be sure to visit the Ticket Purchaser FAQ page for more details on the event.

need help? need information?

We're here to support your efforts and help you reach your fundraising goal. If you need special assistance, just call 1-866-388-SPIN (7746), or email info@springspin.com.

other questions?

Event information

www.springspin.com

The Great Escape & Splashwater Kingdom information

www.sixflags.com/parks/greatescape/index.asp

For more information visit www.springspin.com, call 1-866-388-SPIN (7746) or email info@springspin.com

Page 14

Copyright © 2003-2010 Peri Marketing & Public Relations, Inc. All rights reserved
"Spring Spin: One Good Turn To Benefit Another" is a registered mark of Peri Marketing & Public Relations, Inc.