



2016 - 2017 PROGRAM INFORMATION

Colonie Center wants to help you earn money for your school!

Every time you, your family and your friends shop at Colonie Center, you can help your favorite participating school earn points. At the end of the school year, Colonie Center will give away **\$20,000** in cash prizes to the top 10 schools!!

Here's how it works...

Bring your original cash register receipts from **ANY** Colonie Center store, restaurant or the movie theater to Guest Services (located on the lower level by Five Guys) and your school will receive 1 SCHOOL BUCKS POINT for EVERY dollar spent!

EVERY SCHOOL HAS A CHANCE TO BE A WINNER!

Cash prizes will be awarded to the top 10 schools at the end of the program.





2016 - 2017 PROGRAM RULES

The School Bucks Program is not a receipt drive. It is based on actual dollars spent at Colonie Center by personal visits of family members, friends, and supporters of each participating school.

Store employees may not be used to collect receipts for participating schools.

Receipts must be redeemed within 60 days of purchase date to be eligible for School Bucks points.

Receipts will be collected from August 1, 2016 to June 1, 2017.

Receipts dated prior to August 1, 2016 will not be accepted.

Receipts for returned merchandise will not be accepted.

E-mailed receipts will not be accepted. Only store register generated receipts may be redeemed for School Bucks points.

Receipts on bill payments of store credit cards from previously purchased goods or services will not be accepted. This includes payments for bills at Time Warner Cable, Verizon, AT&T, etc.

Bonus point opportunities will become available periodically throughout the School Bucks Program. The rules/details regarding each opportunity will be distributed along with the opportunity.

Schools in violation of program rules may be subject to removal from the School Bucks program.



2016 - 2017 BONUS POINT OPPORTUNITIES

Colonie Center strives to give your school the tools to promote the School Bucks program in a manner that is easy and convenient for you to implement. Here are some ways to earn BONUS POINTS for your school AND enhance your curriculum!

1. PUBLICITY POINTS: For every extra effort in promoting participation in the School Bucks program, your school will earn 1,000 points.

**Examples include: PTA/Booster Club/Principals newsletters, student newspapers, back-to-school supply lists, athletic programs, banners or signs on display during school events, school calendar, school website, bulletin board postings, Church bulletin, social media posts, etc.*

Schools may earn a maximum of **10,000 Publicity Points per school year.*

**Samples, copies, or photographs must be provided within 60 days to Guest Services or:*

Mall Management Office
131 Colonie Center
Albany, NY 12205
ATTN: School Bucks Program

2. HOLIDAY PHOTO POINTS: Have your photo taken with Santa or the Easter Bunny, and your photo receipt will be redeemable for DOUBLE POINTS!

**Be sure to check www.shopatcoloniecenter.com for the arrival dates of Santa and the Bunny!*

3. PERFORMANCE POINTS: Bring your school's choral group or band to participate in the Colonie Center Holiday Music Program between December 1 and December 23, and earn 10,000 Points! There are also a very limited number of opportunities for Spring performances.

**Open registration periods for these opportunities will be sent out via email when they become available. Please be sure to fully read all School Bucks emails for complete details. Opportunities will be available on a first-come/first-served basis and additional conditions for performance opportunities must be met.*

4. BARNES & NOBLE BOOK FAIR POINTS: Hold a book fair at Colonie Center's Barnes & Noble Store, and receive 5,000 Bonus Points! Please note each school may only receive points for ONE book fair per school year. Contact Laura at Barnes & Noble (438-1728) for more details!

5. TRIPLE POINTS: A few times during the year we will offer TRIPLE POINTS at participating retailers. During an active promotion, we will offer TRIPLE POINTS on your receipt for that retailer for a limited time. Watch your email and www.shopatcoloniecenter.com for details on TRIPLE POINT promotions.

**Please be aware, Colonie Center reserves the right to update these rules at any time due to the need to clarify guidelines. Colonie Center acknowledges that any rule adjustments will not obstruct the overall running of the School Bucks program and will ensure any changes are enforced for all participants.*



ADDITIONAL TIPS FOR SUCCESS!

1. **Involve local businesses** affiliated with your school (through parents, sponsorships, etc.) by asking them to promote School Bucks to their employees and customers!
2. **Purchase school supplies, auction items, or staff incentives** (including Colonie Center Gift Cards) from Colonie Center retailers!
3. Colonie Center **gift cards** make great gifts!
If your school community or another business affiliated with your school purchases bulk gift cards for employees, associates, partners, etc. throughout the year, consider taking advantage of our Corporate Gift Card program for special discounts! All Colonie Center gift card purchases made during the School Bucks program are eligible for School Bucks points!
***SPECIAL BONUS: Keep your eyes open for double bonus point gift card opportunities as well!!!*
4. Save and redeem your **movie ticket receipts** from Regal Cinemas for easy points!
5. **Fundraise** with Colonie Center retailers!
Did you know you could set up school fundraisers with some of our retailers?! Menchie's Frozen Yogurt & Five Guys Burgers & Fries both offer great fundraising opportunities! Don't forget about setting up your Barnes & Noble book fair as well! After the fundraiser, submit your receipts at Guest Services for points.
6. Host a **birthday party** at Colonie Center! How about a trip to Moe's Southwest Grill followed by a movie at Regal Cinemas? Did you know that Claire's Boutique can also throw a fun and unique birthday party in their store? Pick up a flyer from Guest Services and check it out today!
7. Set up a **receipt drop off box in your school lobby** or send home designated School Bucks receipt envelopes with students. Coordinate for one designated person to bring all of the receipts to Colonie Center on a weekly or monthly basis.
8. **Communication is key.** Successful schools are the ones who stay on top of School Bucks emails and SHARE the information with their school community. When your school community feels involved they are encouraged to help make a difference and want to see their school succeed! Create a special School Bucks bulletin board in your school and share your ranking on a regular basis along with current bonus opportunities.
9. Be sure to check www.shopatcoloniecenter.com for additional BONUS POINT opportunities as they arise during the school year!

Still have questions? Contact Ellen Snay at esnay@coloniemanagement.com or (518) 459-9020 ext. 231.