



Colonie Center School Bucks: 2018–2019

Registration

- Participating schools must provide Colonie Center with a completed School Bucks application and updated W9 in order to be successfully registered into the School Bucks program. At the end of the year, the name and address listed on the W9 form will be used to cut the winning schools' checks. Please double check this information during registration!
- Register between August 1, 2018 and August 31, 2018 for 1,000 bonus points
- Register between September 1, 2018 and September 30, 2018 for 750 bonus points
- Register between October 1, 2018 and October 31, 2018 for 500 bonus points

How it works

Shop. Show. Win! After shopping and dining, your school's family and friends can fill out the form and either place it in the drop box at the Security Desk (located near the Regal entrance) along with your receipts, or show their receipts at the Management Office (located past the bathrooms near Sephora) to accumulate points. Shoppers must specify which participating school to allocate the points to. For every dollar spent at Colonie Center, your school will receive one point!

Rack 'em up: Bonus Points

Each month, there will be fun opportunities for bonus points, like taking holiday photos at Colonie Center or making a purchase from a specified retail partner. We'll keep you in the loop with a monthly email – our website will also always have up to date information: www.shopatcoloniecenter.com/center-info

Rack 'em up: Publicity Points

For every extra effort you take in promoting participation in School Bucks, your school will earn 1,000 points, with a maximum value of 10,000 publicity points!

•**In-School:** Examples of in-school publicity points include but are not limited to PTA/Booster Club/Principal's newsletters, parent email newsletters, bulletin boards, student newspapers, back to school supply lists, athletic programs, website listing, etc. Samples, copies, or photographs of in-school promotions can be dropped off at Colonie Center's Management office, emailed to CSeverson@coloniemanagement.com or mailed to:

Colonie Center Management Office
131 Colonie Center
Albany, NY 12205

•**Social Media:** Mention your schools' School Bucks participation on Facebook, Twitter, and Instagram, and your school will receive 1,000 points per post, with a maximum value of 12,000 social media points. Email your social media post screenshots to NMcGreevy@coloniemanagement.com.

Rules

- The School Bucks program is based on actual dollars spent by personal visits of family members, friends, and supporters of each participating school. This program is not a receipt drive.
- Bills made from non in-store purchases will not be accepted (cell phone bills, cable bills, credit card bills, etc).
- Store employees may not be used to collect receipts for participating schools.
- Receipts must be redeemed within 60 days of purchase date.
- Receipts will be collected from August 1, 2018 until June 1, 2019.
- Receipts for returned merchandise will not be accepted.
- Schools in violation of program rules may be subject to removal from the School Bucks program.

Colonie Center will provide your school with monthly check-ins via email. These updates will have all the latest information on bonus point opportunities, point standings, and more! You can also check out the School Bucks page on our website, www.shopatcoloniecenter.com/center-info for all the up to the minute details!

Tips for increasing points

- Involve local businesses affiliated with your school (through parents, sponsorships, etc.) by asking them to promote School Bucks to their employees and customers.
- From Cheesecake Factory to H&M to Menchie's, keep in mind all the retailers and restaurants at Colonie Center! Check out the complete listing at www.shopatcoloniecenter.com/stores
- Show your movie ticket receipts from Regal Colonie Center Stadium 13 & RPX for easy (and fun) points!
- Be sure to bookmark www.shopatcoloniecenter.com/center-info on your web browser to stay up to day on bonus point opportunities and other exciting offers as they arise during the school year!

Contact

Colleen Severson, Office Manager | CSeverson@coloniemanagement.com
Marissa McCarren, Marketing Manager | MMcCarren@coloniemanagement.com
Nicole McGreevy, Marketing Assistant | NMcGreevy@coloniemanagement.com



Colonie Center School Bucks: 2018-2019

School Name: _____ School Address: _____

City: _____ Zip: _____ School Phone #: _____

Principal Name: _____ Total Enrollment: _____ Grade Level: _____

School Bucks Coordinator: _____

Coordinator Email Address: _____ Coordinator Phone #: _____

Alternate Contact (Required): _____

Alternate Email Address: _____ Alternate Phone #: _____

* Please note that all correspondence regarding the School Bucks program will be sent via email.

An updated W9 form MUST accompany this application to enroll in the School Bucks program for 2018-2019. The W9 MUST correspond with the participating school and may not be a PTA W9. If a W9 form is not attached, we will not be able to accept your registration. If your school wins, we can mail your school the check or you may pick it up, but the check will be made out to the name and address on the W9 form.

Yes, an updated W9 for the participating school is included in this application.

Completed form may be:

- Faxed to 518.459.2147 Attn: School Bucks Program
- Mailed to Colonie Center, 131 Colonie Center, Albany, NY 12205
- Dropped off at Management Office (located past the bathrooms near Sephora)
- Scanned and emailed to CSeverson@coloniemanagement.com

I understand the start date of the 2018-2019 School Bucks program is August 1, 2018. I understand I can redeem my receipts dated 60 days prior to the start date (June 2, 2018). The end date of the 2018-2019 School Bucks program is June 1, 2019 which is the last day to turn in receipts. No receipts will be accepted after this date.

The promotions that will occur throughout the year that will earn our school bonus points, should we choose to participate in them, are as follows:

- Spring Concerts
- Publicity Points
- Double/Triple Points Days
- Coats for Kids
- Blue Star Mothers
- Holiday Concerts
- Holiday Photo Points
- Special Retail Days
- Toys for Tots
- Evening of Giving

Additional opportunities for bonus points will become available throughout the year. Please keep an eye out in your email, and on Colonie Center's website (www.shopatcoloniecenter.com/center-info) for these promotions.

Winning Schools' Check Presentation

Colonie Center will present the top 10 winning schools with a big check at our School Bucks Ceremony, held at Colonie Center. A valid check will be available at the Management Office or can be mailed to the address on your school's provided W9 form.

This form must be returned with your registration form and W9.

I have read and understand the information above.

Signature: _____

Questions? Contact:

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