

My School is Cool Program
Rules & Regulations
Burbank Town Center & Burbank PTA
2017-2018

OVERVIEW:

My School is Cool (MSIC) is a Burbank Town Center sponsored program that is designed to provide financial support to Burbank schools through the PTA. From August 1, 2017 through May 15, 2018, participating schools will compete with each other for the highest accumulation of points by shopping at Burbank Town Center to earn cash rewards.

Each participating school will sign a contract committing them to participate in the program. The contract will promote honesty and accountability on behalf of the participating school.

This program will target students, teachers and parents but is not limited to these audiences. The program will encourage those who live, work and shop in Burbank to support Burbank schools by shopping at Burbank Town Center and submitting their receipts.

HOW DOES THE PROGRAM WORK?

- Each dollar spent at Burbank Town Center earns the participating school one point. (\$1 = 1 point)
- Receipts are rounded to the next dollar at .51 cents. Example: A purchase of \$15.75 will be 16 points.
- There will be opportunities to earn EXTRA POINTS during advertised promotional periods which include: *Store of the Month, Social Media interaction, school participation, and attendance at Burbank Town Center events.*

REDEEMING POINTS AND SUBMITTING RECEIPTS:

Schools may earn points and submit receipts in the following ways:

- *Dropping off at school lockers at Burbank Town Center*
 - Customers can simply write the name of the school they want to support on the back of their store receipts and place them in the designated school locker at the Burbank Town Center My School is Cool locker display.
- *Submitting at Burbank Town Center Public Safety*

- Stop by the Burbank Town Center Public Safety office located by Old Navy on level 1 to have your receipt logged, stamped and validated for your school. Public Safety will only stamp a maximum of five (5) receipts per person per day.
- *Dropping off at participating schools*
 - Each school is requested to have a location for parents, students and teachers to drop off their receipts.

****Please note, to ensure the integrity of the program, only actual register receipts will be accepted.**

TABULATING SCHOOL POINTS:

Each school's total points will be divided by the school's student enrollment in order to allow all schools to compete fairly, regardless of their total enrollment.

SHOPPING REWARDS & TIMELINE:

The rewards structure is broken down into two (2) time periods. Participating schools will have the opportunity to receive cash rewards at the end of each time period, with a final cash reward at the end of the program.

1st Time Period: August 1, 2017 – December 31, 2017

Middle/High School Category:

- 1st Place School \$1,000
- 2nd Place School \$750
- 3rd Place School \$500

Elementary School Category:

- 1st Place School \$1,000
- 2nd Place School \$750
- 3rd Place School \$500

2nd Time Period: January 1, 2018 – May 15, 2018

Middle/High School Category:

- 1st Place School \$1,000
- 2nd Place School \$750
- 3rd Place School \$500

Elementary School Category:

- 1st Place School \$1,000
- 2nd Place School \$750

- 3rd Place School \$500

End of Program August 1, 2017 – May 15, 2018

- 1st Place School \$3,000
- 2nd Place School \$1,500
- 3rd Place School \$ 1,000

NOTE: Schools who do not place at the end of the program will receive \$500. Schools must receive a minimum of 5,000 points to receive a cash reward. All cash rewards will be issued via check within thirty (30-45) days of the winners being chosen.

SCHOOL COORDINATOR:

Each school will designate one coordinator to be the single point of contact for Burbank Town Center and the PTA. The coordinator will be responsible for relaying program information to students and parents.

The coordinator will perform the following tasks:

- Provide updates to Burbank Town Center on the schools' point standing.
- Distribute information provided by the center to schools, parents, and students pertaining to the program i.e., extra credit opportunities, monthly newsletters, school bulletin board updates.
- Receipts and spreadsheet with logged receipts will be picked up from Burbank Town Center Management Office on the 6th day of every month.

ACCOUNTABILITY:

The *My School is Cool* program is based on a system where parents, teachers, students and shoppers will earn points for their school. Each school must understand the importance of honesty. There will be situations throughout the program where individuals could earn points in a dishonest manner by turning in duplicate receipts which we are unable to track. We are counting on the School Coordinator, Principal, and teachers to set an example for students and encourage everyone to simply be honest.