

## **Michigan Apples School Sweepstakes 2008-2009 Participation Guide**

We want your school to have the best possible chance to win one of our Michigan Apples School Sweepstakes prizes, so we've developed this guide to help you involve your students, parents and staff.

### **Who can participate?**

Any accredited K-12, public or private, school in Michigan, Indiana or Illinois can win. (For a complete set of rules and requirements, visit [www.MichiganApples.com/SchoolsAndKids/rules](http://www.MichiganApples.com/SchoolsAndKids/rules).) Prizes will be awarded in a random drawing to qualified schools. The more proofs of purchase your school mails in, the greater your chance of winning. (And students will win by developing healthy eating habits). In fact, the two schools collecting the most proofs of purchase labels will each win a check in the amount of \$800 to put toward the purchase of a new computer.

### **Getting Organized**

Once you've decided to enter the Sweepstakes, there are a few other things you should decide:

1. **Set a prize goal.** What would you do with the prize money? Everyone is more motivated when the prize is more clearly spelled out. Does your school need computers in the library, new playground equipment or team uniforms? Include your prize goal in all parent flyers, posters and announcements.

2. **Where will you collect the entries?** Let everyone know where to drop off their Michigan Apples Proofs of Purchase. The less confusion, the more Proofs of Purchase you'll get and the more times you'll be entered in the random drawing.

3. **What is the due date?** You must have all Proofs of Purchase postmarked to Michigan Apples School Sweepstakes on or before April 15, 2009. Give yourself enough mailing time so we receive your package by this date! We suggest the Proofs of Purchase be dropped off at the school at least one week prior to the postmark deadline.

4. **Customize your promotional materials.** Once you know the prize goal, collection point, and the beginning/end dates of your collection drive, include this on the customizable fliers, posters and collection box. These are found at [www.MichiganApples.com/SchoolsAndKids](http://www.MichiganApples.com/SchoolsAndKids).

- Parent flyer
- Posters
- Collection box graphics
- Posters to be placed in supermarkets
- Letters to local retailers to encourage participation

### **Notifying Families**

Parents are the key to winning. To help them better understand this opportunity, we've provided this parent flyer. Just print it in black and white or color, fill in the details (prize goal, date, collection point) and send it home with the kids!

### **Exciting the Kids**

Keep students motivated to collect Michigan Apples Proofs of Purchase with this handy bulletin board poster. You can add the name of your school, your collection point and your prize goal. Print them in color, or black and white and have a coloring contest.

### **Collection Boxes**

Have at least one collection box in a prominent location. We've also provided collection box graphics so it's easy to create. Graphics are sized for an adult tennis shoe box. Wrap the shoe box in red paper, then tape or glue the small signs to the outside of the box. (Students can do this

during recess). Customize the box graphics to your campaign.

### **Involving Local Retailers**

Your local grocery store would like to see your school win as much as you would. We've included in-store posters and a letter to explain the sweepstakes to your local store manager. By promoting the contest in their store near the Michigan Apples, your local supermarkets are sure to increase the number of entries you receive.

### **Other Ways to Encourage Participation**

Everyone can use a reminder once in a while. Here's a list of opportunities to keep those Michigan Apples Proofs of Purchase coming:

- Morning announcements
- Announcements at school events
- Bulletin board contests
- Student coloring contest or art projects
- Johnny Appleseed tie-ins in history
- Flyers or e-mails to the parents
- Apple Pie Baking Contest
- Apple tie-ins to health and diet classes
- Apple tie-ins to cooking classes
- Reminders when there are apple products served at lunch

The Michigan Apples Educational Kit is filled with ideas and activities for elementary and middle schools. You can view the kit at [www.michiganapples.com/index.asp?Loc=4&Loc2=13](http://www.michiganapples.com/index.asp?Loc=4&Loc2=13)

### **Entering and Winning**

Eventually you'll be ready to mail in your Michigan Apples Proofs of Purchase. Here's what you'll need to do:

1. Collect all your Michigan Apples Proofs of Purchase and staple them into quantities of 100. (Leftovers: Staple these together and use a permanent marker to write the quantity in this bundle on the top Proof of Purchase. Circle it).
2. Complete an official entry form and mail your Proofs of Purchase in a large envelope or a box along with the entry form to:

#### **Michigan Apple School Sweepstakes**

**3005 Business One Drive  
Kalamazoo, MI 49048-8700  
Phone (800) 456-2753**

Entries must be postmarked by April 15, 2009. Please send entries one time only. In other words, don't send a partial quantity on multiple days – it might not get entered properly.

3. Winners will be selected on May 1, 2009. Two of each of the following prizes will be awarded:
  - First Place: \$5,000
  - Second Place: \$3,000
  - Third Place: \$1,000
  - A computer will be awarded to the school that collects the most Proofs of Purchase\*

All prizes will be awarded in the form of a check made payable to the winning school.

\* The computer prize will also be in the form of a check for \$800 to fund the purchase of a computer.

See Official Sweepstakes Rules for more specific details.

4. Winners will be contacted by phone by May 7, 2009, and arrangements made of the delivery of their prizes. Any winner who cannot be notified by May 15, 2009, will forfeit the prize and another winner will be selected. You may also check our website, [www.MichiganApples.com](http://www.MichiganApples.com).

All prizes will be sent directly to the school, not private homes.

We're proud that apple growing is part of Michigan, and we want to do everything we can to support Michigan schools. To learn about other ways the Michigan Apple Committee is involved with Michigan schools, or for questions regarding this Sweepstakes, please contact us at:

**Michigan Apple Committee**  
**13105 Schavey Road, Suite 2**  
**DeWitt, MI 48820**  
**Phone (800) 456-2753**  
**Email: [Staff@MichiganApples.com](mailto:Staff@MichiganApples.com)**

Please do not send entries to the above address. Entries sent to the DeWitt, Michigan office may not be accepted in the drawing.