

schoolathon.org

presents...

# Color-A-Thon



# JUST ADD COLOR!

**Make any "thon" BIGGER, BETTER & more PROFITABLE!**



Scan to see in action!

Call us today! Kids' Kastle (800) 527-8535  
or visit [schoolathon.org](http://schoolathon.org) for more information.

# What Your School Gets With A Color-A-Thon Fundraiser

## We (the fundraising company) pay for all this:

- Bulk Color Dust: The more money you raise the more color dust we send.
- Custom Donation Site: For each participant.
- Credit Card Processing: For online donations.
- Credit Card Fees: Included at no additional charge.
- Money Management Software: An easy tool to assist and organize the chairperson with counting & collecting donations.
- Color Coordinator Guide: Takes the chairperson from planning to completion of your event.
- 4 Hallway Posters: To promote your sale.
- Donation Envelopes: One for each participant.
- Parent Letter: We print the letter for you.
- Student Awards Program: Great incentives including personal color packs, sunglasses, wigs and much more.
- Student Awards Pre-Packing: We pre-pack the awards per seller for easy distribution.
- R.E.A.C.H. for it: Curriculum program with daily audio announcements and video kick-off.
- Humankind Water: You Give We Give = Clean water for 1 person for 1 year per participant.

## With a Color-A-Thon, your school makes up to 70% Profit!

- Feed on Fitness Twitter Feed: Healthy lifestyle suggestions kids can use for life.
- 6 Color-A-Thon outdoor flags: For use during your event. (Start, Finish and 4 color station flags)
- 30 route marker flags: Makes marking your course easy and helps guide your participants.
- DJ Party Guide: Suggested script, tips and suggested song list if you hire a DJ.
- Freight for all of the above items that are shipped to your group is included - No hidden fees!
- Custom Donation Site with two banner ads for your group to sell and keep 100% of the profit. **We are suggest selling them for \$500 each.**
- Great Customer Service!

### What YOU provide and are responsible for:

- Happy Volunteers to plan and run the event.
- \$3.00 per T-Shirt for participants or volunteers.
- After party expenses: DJ, water or anything else your group would like to have at your party. The banner ad sales should cover those expenses.
- The event is run just like a book fair or holiday shop by your volunteers so you have maximum control, profit and can make the Color-A-Thon your very own!

### Here are some examples of profits you would realize @\$50 revenue / participant:

#### School "A" (300 participants):

300 X \$50 Donated per participant	= \$ 15,000	gross revenue
Profit retained (70% of donations)	= \$ 10,500	
Banner Ads Revenue	+ \$ 1,000	
<b>Net Revenue</b>	<b>= \$ 11,500</b>	
300 X \$3 Cost per t-shirt	- \$ 900	cost
Party cost (DJ, drinks, etc.)	- \$ 300	cost
<b>Net Profit</b>	<b>= \$ 10,300</b>	<b>(\$34.33 profit per participant)</b>

#### School "B" (550 participants):

550 X \$50 Donated per participant	= \$ 27,500	gross revenue
Profit retained (70% of donations)	= \$ 19,250	
Banner Ads Revenue	+ \$ 1,000	
<b>Net Revenue</b>	<b>= \$ 20,250</b>	
550 X \$3 Cost per t-shirt	- \$ 1,650	cost
Party cost (DJ, drinks, etc.)	- \$ 400	cost
<b>Net Profit</b>	<b>= \$ 18,200</b>	<b>(\$33.09 profit per participant)</b>

#### School "C" (1000 participants):

1000 X \$50 Donated per participant	= \$ 50,000	gross revenue
Profit retained (70% of donations)	= \$ 35,000	
Banner Ads Revenue	+ \$ 1,000	
<b>Net Revenue</b>	<b>= \$ 36,000</b>	
1000 X \$3 Cost per t-shirt	- \$ 3,000	cost
Party cost (DJ, drinks, etc.)	- \$ 500	cost
<b>Net Profit</b>	<b>= \$ 32,500</b>	<b>(\$32.50 profit per participant)</b>



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