



October 1, 2018 – December 31, 2018

Illinois Ayers School Fundraiser





- **Timing:** ✓ October 1 2018 – December 31 2018
- **Where:** ✓ Quincy, Pittsfield, Hamilton, Liberty, Carthage , Rushville, Camp Point , Macomb, Hamilton , Edinburg, and Illini West school districts.

- **Idea:** ✓ Illinois Ayers will Pay \$.25 cents per unit sold to the local school district – Sales Will be on a 24 oz. Coffee, and any CSD or Alternative Beverage drink in cold vault . *Energy drinks excluded.* NOTE: Kick start is nationally registered as a CSD soda

- **Illinois Ayers Will:** ✓ Provide support and funding for every drink purchase (less Energy drinks) in all Illinois Ayers stores – Funding will be local school district \$.25 cents per unit sold and going directly to the local participating school in each town.

- **WGEM Will:** ✓ Local school check presentations on Feb 26th 2019 at Ayerco 18th And Broadway.

IN EXCHANGE FOR BEING THE PRESENTING MEDIA SPONSOR FOR THIS PROMOTION, WE ARE ASKING WGEM FOR THE FOLLOWING:

- ✓ Weekly promotional Support on-air and on your Website during collection period through December.
- ✓ Live Television updates with Ayerco or Local Schools talking about program.
- ✓ Promotional Support at end of promotion with follow up for collection totals
- ✓ Feb 25th coverage of check presentations