



Southwest Plaza My School's Cool 2011-2012 Program

Program Overview

My School's Cool (MSC) is a special, community program committed to building relationships with area schools and providing cash rewards for shopping at Southwest Plaza.

Schools compete with each other for the highest accumulation of points per student and earn cash rewards. Participating schools earn points by shopping at Southwest Plaza and submitting receipts to their school coordinator.

Each participating school will sign a contract to be eligible for the rewards program. The contract will promote honesty and accountability by all schools and their coordinators.

MSC primarily targets students, teachers, and parents, but will not be limited to only those audiences. This will encourage anyone who wants to support the program by allowing them to choose a school and submit receipts and/or participate in the other activities.

MSC Timeline & School Rewards

Participating schools will have the opportunity to receive cash rewards at the end of the program. Rewards are calculated based on points per student so regardless of enrollment or size of your school, everyone has a chance to win.

\$20,000 total school rewards will be given in May 2012.

Note: Each winning school will need to provide a tax ID number in order to be paid.



School Accountability

Coordinator

Each school will be required to designate a **School Coordinator** to participate in the program. The Southwest Plaza team will work with the school coordinator to collect points for your school throughout the entire length of the program. It is a requirement that the coordinator has an email address and be readily available to speak with the mall team as necessary. The coordinator will perform the following tasks:

- Provide school enrollment and tax id information.
- Collect receipts from the school and the mall each week to tabulate.
- Send the point log to the mall on the first of each month.
- Providing monthly updates to the school on their point standing.
- Distributing information to schools, parents and students pertaining to the program i.e., extra credit opportunities, monthly newsletters, school bulletin board updates
- Coordinating any required school research
- Attendance at MSC kickoff meeting and other meetings designated by the mall

Key: Promote Honesty and Integrity

Because My School's Cool is based on a system where parents, teachers, students and shoppers will earn points for their school, it is imperative that each school convey the importance of honesty. There will be opportunities throughout this 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.



The Basics: Earning and Tabulating Points...

There is one way for schools to earn points: *shopping at Southwest Plaza*

Mall Sales Receipts

Each dollar spent at the mall earns the participating school one point. Receipts will be rounded to the next whole dollar at .51 cents. There may be opportunities to earn double points which will include double point retailers and double point shopping days.

Tabulating School Points

Each point earned by a participating school will be divided by student enrollment in order to allow all schools, regardless of their enrollment, to compete fairly. The winners are determined based on points per student. It is imperative that you confirm the exact enrollment prior to the program launch date: 9/15/11.

The Basics: How to Redeem Points?

There are three basic ways for each school to redeem points:

- A) **Southwest Plaza Display** - Customers can simply write the name of the school on the back of their store receipt and place it in the designated slot or bin for their school at the in mall display. If a customer wishes to retain their mall receipt they can request a point pass from customer service and place the point pass in the appropriate bin for their school.
- B) **Customer Service or Mall Office** - You can redeem points by visiting the Mall Management Office to have your receipt logged, stamped and validated for your school.
- C) **Participating School** - Each school is required to have a location for parents, students and teachers to drop off their receipt or point pass for designated MSC school coordinators.



Tabulating School Points

Each point earned by a participating school will be divided by student enrollment in order to allow all schools, regardless of their enrollment, to compete fairly. The winners are determined based on points per student. It is imperative that you confirm the exact enrollment for your school.

In the example below, XYZ Elementary School has earned 309 total points YTD. Keep in mind that a number of items will roll up to mall receipts including extra credit points, double point days, etc.,

School	Mall Receipts	Mall Event Points	Mall Goodwill Points	Extra Credit Points	Total Gross Points	Number of Students	Total Net Points
XYZ Elementary	38,900	25,900	3,000	12,000	79,800	258	309

How Do I Know My School's Point Standing?

There are several ways that we will keep you up-to-date throughout the program which include:

- Monthly updates will be posted the mall's website at www.SouthwestPlaza.com.
- Each School Coordinator will be notified monthly via an email from the mall.

Have you "liked" us on Facebook?



Get the latest info on the My School's Cool program and other exciting events by "liking" the Southwest Plaza Facebook page. Your school can also earn bonus points when you get friends to "vote" for your school on Facebook (starting in October 2011). More details to come!

Southwest Plaza Contact Information

Who to Contact For Questions and Additional Information:

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