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GEARBOSS®
SPORTS STORAGE SYSTEMS

MOBILE KIOSK

FUNDRAISING GUIDE



by
Wenger®

wengercorp.com

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**BETTER FUNDRAISING BEGINS
WITH MANAGING YOUR BRAND**

Fundraising is an integral part of every school budget. Now Gearboss by Wenger introduces a whole new way to move beyond candy sales and car washes and raise more money than ever before. This is a business disciplined approach that will change the way you view fundraising and bring your school significant return on its investment.

In the next few pages with the help of the Mobile Kiosk, we will show you how to build your school's brand and market yourselves the way the pro and college teams do. In our experience schools who have followed these simple steps have had incredible results. Real results that can make a real difference in your fundraising efforts.

RETURN ON INVESTMENT

	Small School	Medium School	Large School
Current Revenue	\$3,000	\$15,000	\$80,000
Expected Revenue with the Mobile Kiosk	\$3,900-\$4,500	\$19,500-\$22,500	\$104,000-\$120,000

- **A 30%-50% increase in spirit store sales is very achievable with the Mobile Kiosk**
- **Owatonna High School added \$2,500 in sales in one year and sold out their annual school spirit store in just three months**
- **New Mexico State doubled their logo merchandise sales at football games.**

The first step to a more successful fundraising effort is to look at your school programs as a product that needs a strong brand identity. Think of the Nike "swoosh" or the Wilson "W". A good brand has a consistent look and spirit. What comes to mind when you think of the Dallas Cowboys? The silver star. There are several easy steps to accomplish basic brand disciplines.

1. --Select a Brand Manager. This person will be the guardian of consistency and will be the source for all questions and activities involving your brand.
2. --Maintain ONE official school logo, one set of PMS colors. Too often schools use multiple versions of their logo and this visual confusion subtracts from the power of the brand. What if the Dallas Cowboys had used the silver star only sometimes or changed the color other times? America's Team would not have grown to be the world wide icon they are without brand consistency.
3. --Carefully manage any versions of your brand such as football, soccer, swimming etc. No individual team or program should create a look that is not cohesive to the brand.
4. --Establish a logo and artwork database. This can be a simple style document that sets the guidelines for your brand look and can be sent to all vendors to help them help you stay singular and consistent.

TAKE A PAGE FROM COLLEGE PROGRAMS

Goldy Gopher is a well recognized icon for the University of Minnesota. Notice how the logo relates to the overall University brand. The use of consistent colors and look of the mascot, in different settings, creates a sense of continuity, togetherness and belonging - further extending the brand on a personal level.



MARKET YOUR BRAND THE WAY THE PROS DO

The more exposure a brand gets the stronger it gets and more people will want to support it by buying your merchandise. For this reason it is important to choose your fundraising efforts by how well they showcase and spread your brand.

Look beyond wrapping paper and pizza sales and consider how the pro teams do it. Everything they sell has their logo on it; T-shirts, jackets, visors, water bottles, mugs, key chains, window and bumper stickers.

With the Mobile Kiosk you have an easy to set up retail concession stand that goes anywhere. The Mobile Kiosk allows you to sell all manner of branded products in an organized and efficient way.

CONSIDER THE OPPORTUNITIES:

- Sporting events
- Concerts - pre-show and intermission
- Conferences
- During lunch daily
- PTA meetings
- Near field, gym or pool



EXPAND YOUR BRAND BEYOND THE SCHOOL WALLS

LEARN FROM DIVISION 1 SCHOOL'S SUCCESS

Your school brand can be synonymous with your community brand. People from your community relate to your school brand regardless of whether they have kids in the school or not. Capitalize on that intrinsic pride by bringing your logo merchandise to community events. Take the Mobile Kiosk to the 4th of July Parade, Art in the Park or events at the Community Center.



MUSIC / PARK



MALL / COMMUNITY CENTER



COMMUNITY EVENTS



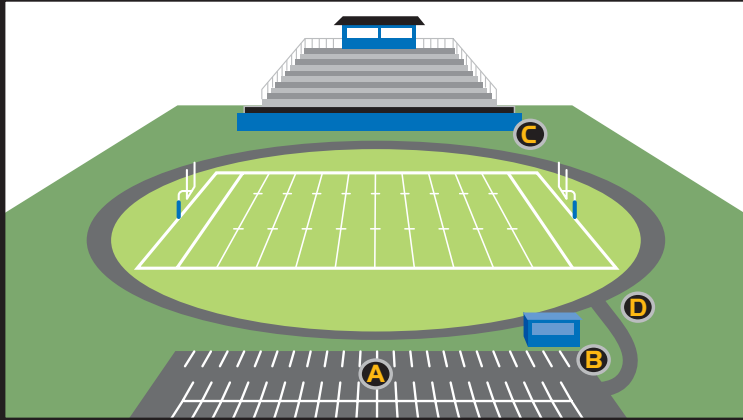
Bright Idea

Sell ad space on the Mobile Kiosk - or even better - get a local business to underwrite the cost of the kiosk and start off profitable.



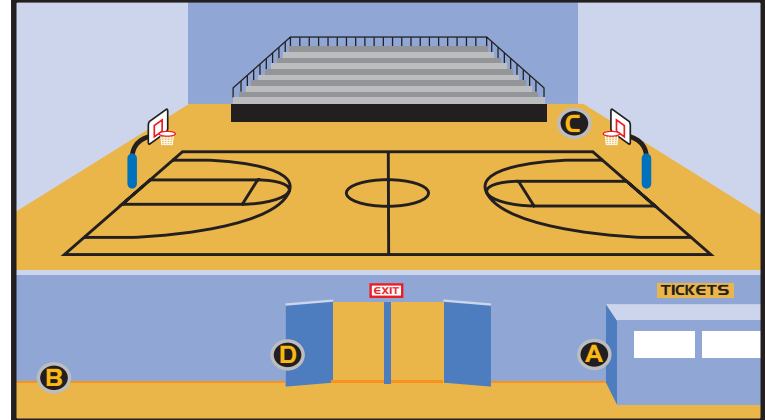
PLACE THE MOBILE KIOSK IN YOUR MOST PROFITABLE LOCATIONS

MOVE YOUR KIOSK AROUND THE VENUE BEFORE, DURING AND AFTER THE GAME!



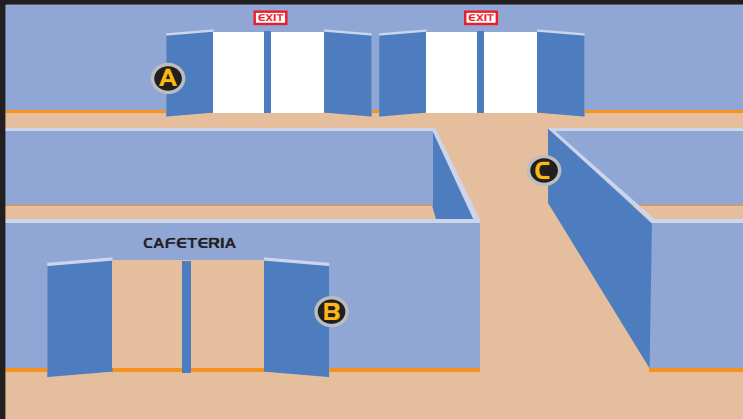
- A. Before the game in the parking lot
- B. 15 minutes before game time at the ticket booth
- C. 1st - 4th quarters, move around the stadium
- D. Post-game, position near exits and parking lot

TAKE ADVANTAGE OF INDOOR SPORTING EVENTS



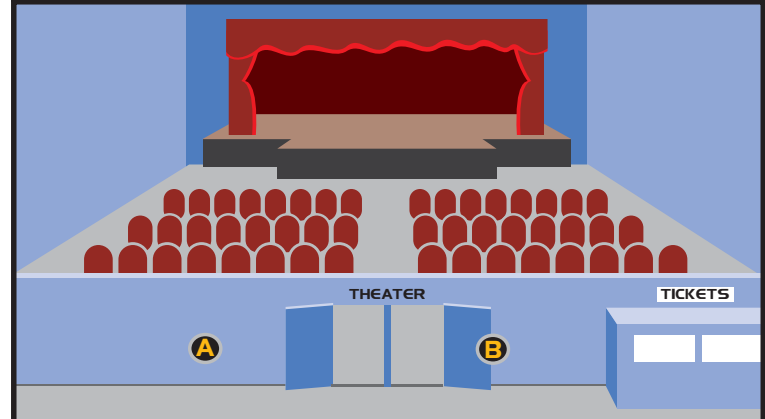
- A. Near ticket office prior to the game
- B. Outside the gym during halftime
- C. In the gym during the game
- D. Outside exits after the game

CONSIDER THE SAME MOBILE PHILOSOPHY FROM "GAMETIME" DURING THE SCHOOL DAY.



- A. Place the Mobile Kiosk near the entrance prior to the school day starting as students enter the building.
- B. Make your items available during lunch/recess.
- C. Take advantage of after school sales as parents/students come and go.

GET DRAMATIC RESULTS FROM YOUR THEATER EVENTS.



- A. Stock your Mobile Kiosk with items from your school's latest play.
 - T-shirts
 - Hats
 - Sweatshirts
 - Posters
- B. Place the Kiosk in strategic areas during ticketing, intermission and after show gathering areas.