

May 25, 2010

Dear School Officials:

The purpose of this letter is to invite you to participate in the My School's Cool program in the fall of 2010 at Spring Hill Mall. The "My School's Cool" program is a community driven program committed to building relationships with local schools by giving cash to schools while enticing customers to shop at Spring Hill Mall. Participating schools will earn rewards for their schools based on Spring Hill Mall receipts and opportunities for "extra credit".

Please review the information enclosed for a complete overview of the program. A total of twenty (20) schools will be accepted to earn points for cash rewards which will begin in August and run through June 2011. A School Coordinator must be assigned by each school to assist in tabulating points and collecting information to distribute to students, parents and teachers.

If you are interested in participating and have designated a School Coordinator, then please complete the enclosed application and contract. Fax it back to the Spring Hill Mall Management Office at (847)-428-2219. The entry deadline in order to participate is July 2, 2010. The first twenty (20) schools to return their contract with an assigned coordinator will be chosen to participate.

A meeting for the twenty (20) participating School Coordinators will be scheduled in early August to review the details of the program and answer any questions you might have.

If you have any questions or would like to receive additional information, please contact Melissa Narish or myself at (847)-428-1509. Additional contact information is included with the program overview. We look forward to kicking off this exciting program and working with dedicated School Coordinators who are serious about earning cash for their schools!

Sincerely,

Amy Prew  
Spring Hill Mall  
Property Manager

# “My School’s Cool” Application

## ***SCHOOL INFORMATION***

School Name:

Mailing address:

City:

State:

ZIP Code:

Physical address:

City:

State:

ZIP Code:

Phone:

Fax:

E-mail:

## ***SCHOOL CONTACT INFORMATION***

Contact:

Phone:

Fax:

E-mail:

Alternate Contact:

Phone:

Fax:

E-mail:

## ***ENROLLMENT INFORMATION***

Type of School: (circle one) Elementary Middle High Combined Campus Private

Total Number of Students enrolled for current school year:

Number of Teachers employed for current school year:

# “My School’s Cool” Contract

School Name: \_\_\_\_\_

Principal: \_\_\_\_\_

Coordinator: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## School Accountability

### Coordinator

Each school will be required to designate a school coordinator by July 2, 2010 which the mall’s program coordinator will work with on a weekly basis 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’s program coordinator. The school coordinator will perform the following tasks:

- Tracking of school points
- Obtaining receipts on a weekly basis from the mall
- Providing weekly updates to the mall’s program coordinator at the mall
- Providing processed receipts weekly to the mall’s program coordinator for auditing purposes
- Providing monthly updates to the school on their point standing
- Providing school enrollment and tax id information
- Distributing information to schools, parents and students pertaining to the program i.e., monthly newsletters, school bulletin board updates
- Coordinating any required school research
- Attendance at MSC kickoff meeting and other meeting designated by the mall

### Promoting 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. Receipt and point subtotals are subject to audit at anytime.