

# "THE BEST JUST GOT BETTER"

FORMERLY "\$HOW ME THE MONEY"

The following is a recap of a special project - print or online - done in the past year that was successful for the paper. If you have any questions, please contact the person listed below.

Name of Project Strike Out Illiteracy/Bowling Tournament  
 Name of Paper Echo Press City Alexandria  
 Contact Person Greg Eigen  
 Phone 320-763-3183 Email Geneg@echopress.com

<u>Description of project:</u> Generated money to get more Newspapers in classrooms; some of the Teachers made assignments to read the paper. Bowling Tournament to raise money to get papers in classrooms.
<u>How it was distributed:</u> we advertised it in the Newspaper + Shopper + Gave all the forms
<u>Advertisers targeted:</u> Any body MORR Acctition.
<u>Revenue produced:</u> \$7360 <sup>00</sup> Total Expenses \$2253 <sup>00</sup> Net \$5107 <sup>00</sup>
<u>Anything you would do differently:</u> NO
<u>Additional information:</u> NO

**ECHO PRESS**  
**Lakeland Shopping Guide**  
www.echopress.com

**REVENUE GENERATING IDEAS**

**3. Strike Out Illiteracy Bowling Tournament**

NIE Project  
Replaced golf tournament – too many golf tournaments in our community  
Held the third Thursday of September, at 5pm  
Team Sponsor (4 players) \$120 – see attached flyer  
Lane Sponsor \$100 – signage on lane  
Classroom sponsor - \$180

**Major Sponsors:**

Garden Center Lanes – reduced cost of bowling & food  
Beverage Wholesalers – made and donated all signage for lane sponsors plus \$200 for sponsorship

ETC Signs – donated t-shirts for all the bowlers with major sponsors listed on them (\$1.00 was given to each bowler to make sure they put their shirt on during the tourney for added awareness for sponsors)

Major sponsor teams bowled at no charge

\*Lane sponsors were businesses, the Sheriff's Department and service clubs

\*Door prizes were given out during bowling and at the reception

\*Prizes were awarded to winning team, high bowlers for men & women and low bowlers - men & women

**Revenue:**

Lane Sponsors	\$3500
Team Sponsors	\$3300
Class Sponsors	\$ 360
<u>Beverage Wholesalers</u>	<u>\$ 200</u>
Total:	\$7360

**Expenses:**

Bowling & Prizes	\$2253
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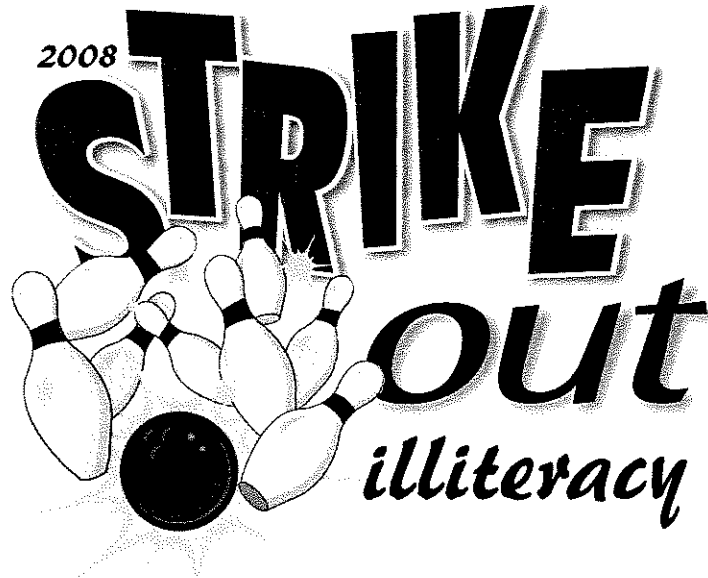
**Net: \$5107**

**We delivered 18,443 Echo Press newspapers to 22 classrooms during the 2008-09 school year. Verified audit shows 87 additional subscribers.**

At the end of the school year we followed up with a flyer to the schools for the students to take home to the parents for a subscription special, which earned them 2 FREE movie passes when they subscribed. The jury is still out on that one!!!

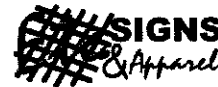


Echo Press presents



BOWLING TOURNAMENT

Sponsored by



**Thursday, September 18, 2008 • 5pm Garden Center Lanes**

Proceeds will go to our Newspapers in Education program, which provides newspapers and educational activities to area teachers for use in their classrooms.

**Team Sponsor  
\$120**

Fee includes:

- 3 Games
- Pizza & Pop for the team
- Prizes • T-shirts

Register your team by  
September 10, 2008

**Lane Sponsor \$100**

- ✓ Great opportunity to be part of an event to promote literacy in our young readers.
- ✓ Recognition as sponsor in all event advertising.
- ✓ Day of event recognition
- ✓ Recognition in all promotional materials provided to classrooms.

**Door Prize Sponsor**

Donation of item to be given away at reception.

- ✓ Sponsor will receive recognition during the reception.
- ✓ Sponsor recognition in "Thank You" advertisement.

**For more information or to be part of this fun event, call 320-763-3133; ask for Lynn or Diann**

# ECHO PRESS SCHOOL'S OUT subscription special

The Echo Press has a special offer for parents of students involved with our

## NIE

(Newspapers in Education)

program in school this past year!

Purchase a NEW Echo Press subscription for just \$59 local area, and receive

### 2 FREE MOVIE PASSES

for a limited time! To receive this offer, simply clip the coupon at right and bring it into our office.

Offer valid through 6/30/09 on new subscriptions only. Not good with any other offers or on current subscriptions

# 2 FREE MOVIE PASSES

With the purchase of a NEW SUBSCRIPTION to the Echo Press!

The cost of a 1-year subscription in our area is just \$59/year, or add the TV Spotlight for just \$5 more!

## ECHO PRESS

225 7th Avenue East  
Alexandria, MN 56308  
320-763-3133  
www.EchoPress.com

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