

ARE YOU THE FAN STORE CHAMPION?

Awesome. You've been selected to lead communication around your custom fan store. Don't worry - it's simple, easy and fun.



KEY RESPONSIBILITIES:

1. Spread the word about the fan store to your community through social media, school website, and newsletters as appropriate for your organization.
2. Access the Game One website to take advantage of the variety of promotional resources.
3. Enlist 2-4 Fan Store Advocates to help promote the fan store.

DON'T FORGET TO SUBMIT YOUR PROMOTIONAL EFFORTS TO EARN UP TO \$500 IN FAN STORE CREDIT.

LET'S TALK ABOUT FAN STORE ADVOCATES:

Advocates are influential members of our community. They could be part of a special interest group (like DECA, student council, team captains, business clubs, PTO/PTA) or individuals who have their pulse on the community. You know them - and so does everyone else.

Use your promotional credits to outfit them and get them to share the pride of being part of the community and the easy ordering options.

ARE YOU USING YOUR FAN STORE FOR FUNDRAISING?

That's great! Look for a fundraising email from Game One including instructions for submitting the following:

1. Fan Store Fundraising Acknowledgement Form (so we know exactly who to send the school/organization's fundraising check to)
2. W9 Form (so we get the right Taxpayer Identification Number (TIN) when we send you your fundraising dollars)

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