



BROADWAY MALL SCHOOL BUCKS

RULES

- The School Bucks Program is based on actual dollars spent by personal visits of family members, friends, and supporters of each participating school. This program is not a receipt drive.
- Store employees may not be used to collect receipts for participating schools.
- Receipts must be redeemed within 60 days of purchase date.
- Receipts will be collected from August 1, 2016- May 1, 2017.
- Receipts dated prior to August 1, 2016 will NOT be accepted.
- Registration for the School Bucks Program ends on September 30th, 2016.
- Winning schools must be present at final award ceremony to receive prize, date is to be announced.
- Schools in violation of program rules may be subject to removal from the School Bucks Program.
- Receipts for returned merchandise will NOT be accepted.
- Must have representation in our Back-to-School Fashion Show, date is to be announced.

SCHOOL BUCKS BONUS POINTS INFO

Broadway Way strives to give your school the tools to promote the School Bucks Program in a manner that is easy and convenient for you to implement. Here are some ways to earn BONUS POINTS for your school youth organization and enhance your curriculum!

1. Publicity Points

For every extra effort in promoting participation in the School Bucks program, your school will earn 1,000 points.

- a. Examples: PTA/Booster Club/Principals newsletters, student newspapers, back-to-school supply lists, athletic programs, banners or signs on display during school events, school calendar, school website, bulletin board postings, church bulletin, etc.
- b. Schools may earn a maximum of 10,000 Publicity Points per school year.
 - i. Samples, copies, or photographs must be provided within 60 days to Guest Services or mailed to:
Broadway Mall Management Office
Attn: School Bucks Program
358B Broadway Mall, Hicksville NY 11801
- c. Check in with a photo at Broadway Mall using #broadwaymall and #broadwaymallschoolbucks on Facebook, Twitter, or Instagram and your school youth organization will receive 1,000 points per post. Show your phone/tablet to Guest Services to redeem your points.

2. Holiday Photo Points

- a. Have your photo taken with Santa or the Easter Bunny, and your photo receipt will be redeemable for DOUBLE POINTS! Be sure to check www.broadwaymall.com for arrival dates of Santa and the Easter Bunny!
- b. Join us for Pet Night photos with Santa or the Easter Bunny and bring your photo receipt to Guest Services.

3. Participation Points

- a. There is an opportunity to participate in the Broadway Mall Holiday Music Program on December 2nd, 3rd, or 4th, and earn 10,000 points! If your school is interested in participating, contact Ariel Nelson, Marketing Assistant, at 516-937-7302 ext.315 to schedule a performance.
- b. Broadway Mall partners with the Hicksville Boys and Girls club. Each toy donation will be worth 5,000 points! Please bring your toy donation receipt/ticket to Guest Services to redeem your points.

4. Triple Points

A few times during the year we will offer TRIPLE POINTS at participating retailers. During an active promotion, we will offer TRIPLE POINTS on your receipt for that retailer for a limited time. Watch your email, Facebook, and www.broadwaymall.com for details on TRIPLE POINT promotions.

5. Tips for increasing points

- a. Involve local businesses affiliated with your school (through parents, sponsorships, etc.) by asking them to promote School Bucks to their employees and customers.
- b. Keep in mind all of the retailers at Broadway Mall! Pick up a hand-held directory at Guest Services or check our website at www.broadwaymall.com to view a full list of retailers.
- c. Show your movie ticket receipts from Broadway Multiplex for easy points!
- d. Be sure to check our website at www.broadwaymall.com and Facebook for additional BONUS POINT and TRIPLE POINT opportunities as they arise during the school year!

QUESTIONS/CONTACT

Ariel Nelson, Marketing Assistant

anelson@broadwaymall.com | 516-937-7302 ext. 315 | 516-822-6367 (Fax) | 516-218-6620 (Text-To-Guest Services)

358B Broadway Mall, Hicksville, NY 11801 | 516-937-7302 | www.broadwaymall.com | #broadwaymall |   