



***COSMOS*** *Distributing Co., Ltd.*  
P.O. Box 3517 Hagatna, Guam 96932 · Tel: (671) 477-5973 Fax: (671) 477-2614



October 14, 2010

Attention:  
School Coordinators  
Box Tops for Education  
Fund Raising Program

Hafa Adai... We're back!

Cosmos Distributing is pleased to announce the commencement of General Mill's Box Tops for Education program this school year. Now on its 8<sup>th</sup> year in Guam and 6<sup>th</sup> year in Saipan, we've already donated over \$75,000 to date in much needed support to participating schools!

Included for your reference and use are the following related materials:

1. Program Overview
2. How It Works
3. Official Rules
4. Enrollment Form 2010-11
5. Submission Form 2010-11
6. Special Incentives for 2010-11

Any changes will be announced accordingly. Should you have questions, please contact me at the numbers listed below.

Good luck and have a great school year ahead!

Sincerely,

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## Box Tops for Education

### Program Overview

- What are Box Tops for Education?
- A fundraiser for schools, up to \$10,000 per school per year.
- Paid in cash locally by Cosmos Distributing
- Used for educational purposes
- By collecting Box Tops from purchased General Mills products
- A successful US program
  - Ranked as the top school fundraising program by *PTO Today*
  - In 9 years over \$100 million in program giving nationally in the US
  - 80,000 K-8 schools enrolled
- Guam Sixth year running and Saipan on Fifth year now
- Over \$75,000 already given out by the program in Guam and Saipan

## Box Tops for Education

### How It Works - Step 1: Collect Box Tops

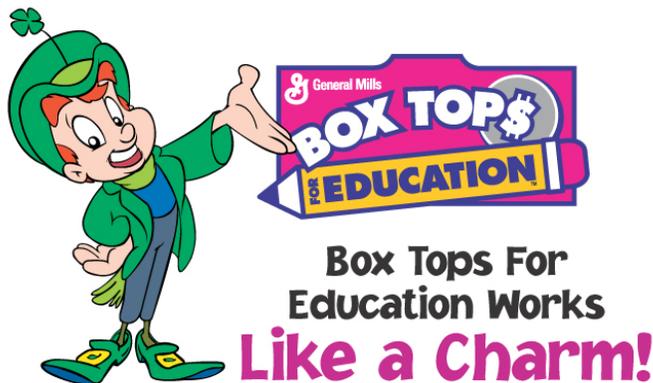
- Encourage students, families and community members to clip and collect Box Tops logos from participating General Mills products.
- Box Tops for Education logos are available on selected General Mills products (please refer to supplementary PDF file attached).

### How It Works – Step 2: Submit your Box Tops to School

- Have people submit their Box Tops logos to your school.
- After bundling the logos in groups of 50, drop the Box Tops to Cosmos Distributing Co., Ltd. office in Maite, Guam, together with the Submission Form.
- Don't forget to make a copy for your reference before submission.

### How It Works – Step 3: Your School gets a check

- Cosmos Distributing will issue your school a check. Please allow four to six weeks for check pick up. The more Box Tops logos, the more CASH for your school.



## Box Tops for Education Official Rules

- Eligibility
  - Box Tops for Education are available to public, private or parochial schools in Guam and Saipan.
- Maximum Fundraising Amount
  - Each participating school may earn up to, but not more than, \$10,000 cash per program year.
- Enrollment deadline
  - All interested schools must enroll (or re-enroll) to the Box Tops for Education program with Cosmos Distributing Co., Ltd. on or before **November 15, 2010**.
- School Coordinators
  - Each participating school must designate a school coordinator in order to be enrolled in the Box Tops for Education program.
- Redemptions & Program Deadlines
  - To redeem qualifying Box Tops for cash, school coordinators must complete the General Mills official Box Tops Submission Form, and enclose it with qualifying Box Tops.
  - Box Tops Submission Forms are to be submitted on or before the following dates, although Box Tops may be collected throughout the year.
    - December 15, 2010                      1st Redemption
    - April 30, 2011                              Final Redemption
  - All submissions are subject to verification.
- Unacceptable Submissions
  - Nonparticipating General Mills products, samples sizes, UPC symbols or box bottom flaps, as well as Box Tops that have been defaced, mutilated, forged or in any way altered will not be accepted.
- Payments
  - Checks will be made payable only to enrolled public, private, parochial schools in Guam. Allow four to six weeks for check to be prepared for pick up.

### The Official Box Tops Logo/Coupon

- Each Box Top logo is worth 10 cents and is found on participating General Mills cereals, Betty Crocker Fruit Snacks and other Betty Crocker products.



**Only Official Box Tops Will be Accepted**



# BOX TOPS FOR EDUCATION FORM

## ENROLLMENT FORM INFORMATION 2010 - 2011

\_\_\_\_\_  
Principal Name

\_\_\_\_\_  
Submission Date

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

\_\_\_\_\_  
Coordinator Name

\_\_\_\_\_  
School Address

\_\_\_\_\_  
Coordinator Phone

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Coordinator Fax Number

\_\_\_\_\_  
Coordinator Email

**You can also send fax at 477-2614. Enrollment Deadline November 15, 2010.**

### **Send Via Mail To:**

Cosmos Distributing  
Box Tops for Education  
P.O. Box 3517  
Hagatna, Guam 96932

### **Deliver To:**

Cosmos Distributing Co., Ltd  
Mongmong Toto Road, Maite  
(behind old Rainbow Center)

# Special Incentives for 2010-11

## 3 Ways to Earn Even MORE CASH!

1. Bonus Box Tops: Top 3 Schools with highest Box Tops collections, Combining both redemption Periods (Dec 15 & Apr 30)

Prices: 1<sup>ST</sup> Place: \$1,500, 2<sup>nd</sup> and 3<sup>rd</sup> Place: \$500 Each

**To qualify, total Box Tops submitted to Cosmos must be at least 5,000. Also the school must participate in every redemption period.**

2. Bonus Box Tops: Schools not among the Top 3 Can earn a bonus of 1,500 Box Tops.

**To qualify, total Box Tops submitted to Cosmos must be at least 3,000.**

3. 200 Bonus Box Tops: School Newsletter Featuring Box Tops campaign (Original copy required)

Photograph of large, school-created collection bin for the Box Tops campaign.

Good Luck and Have a Great School Year!

