



**IDAHO / E. OREGON LIONS
SIGHT AND HEARING FOUNDATION
IDAHO EDITION OF MONOPOLY
“PROVIDING IDAHO A
PERMANENT GIFT OF SIGHT”**

FUNDRAISER INFORMATION SHEET

The Sight and Hearing Foundation is sponsoring an Idaho Edition of the Hasbro game of Monopoly as a fundraiser for generating enough profit to purchase a permanent location for the Idaho Lions Eye Bank. Our Eye Bank has been in donated space since 1969 and the amount of Eye donations has grown considerably. We now need to relocate the Eye Bank once again for the 3rd time in 10 years. The volume of Eye donations makes it hard to find a sponsor for donated space.

It is time for a permanent location. The Eye Bank has generated enough funds to be financially stable on its own; however our Sight and Hearing Foundation has been using the excess funds to help with the Personal Assistance Fund for surgeries for those in need and for the Mobile Screening Unit. This fundraiser will allow the Eye Bank to operate as if it was still in donated space and other Sight and Hearing functions can continue with little or no impact.

This fundraising project is generating quite a bit of interest across the state that we (the Lions) need to capitalize on. This fundraiser has the potential to have a 20 to 30 year payback on publicity for what we do. We can use this gameboard as a vehicle to promote Lionism as well as our Sight and Hearing Foundation. We will be inserting into the game box a booklet on the Foundation, on Lions, on our local clubs and the projects that the clubs, zones, regions and districts perform.

The gameboard will have a broad spectrum of what Idaho is about. Half the “properties” will be by sponsorship – 3 for businesses, 3 for tourists related, 3 for associations, 4 railroads will be Colleges/Universities, two utilities will be Native Tribes. The remainder of the board will be Idaho symbols, historical places, scenic places and historical people. Boardwalk and Park Place will be up for silent auction. The Lions symbol will be on all the Chance spaces and Chance cards. The Sight and Hearing Foundation symbol will be on the Community Chest spaces and Community Chest cards.

WHAT CAN CLUBS HELP WITH?:

FINDING SPONSORS for gameboard properties – half the board will be by sponsorship. A sponsor is buying 20 to 30 years worth of advertisements and association with good deeds.

PROMOTING THE GAME in your local communities. The more the word gets out about what we are doing, the more successful this fundraiser will be.

SELLING THE GAME in your local communities. Selling either outright or finding a local business that will sell the game for you. We will be doing a pre-order phase with a discount for the game starting in May.

PROVIDING CLUB PROJECT INFORMATION about what your club has done over the years in your community. This information will be put into the information booklet that will go with the game box.

SELL THE GAME AT COUNTY/STATE FAIRS

HOLD PROMOTIONAL EVENT FUNDRAISER like a walk-a-thon or other event that can cross promote the game.

WHAT CAN INDIVIDUALS HELP WITH?:

CREATIVE WRITERS that can make our information booklet sparkle

GRAPHIC ARTISTS that can make the art work for the game board and information booklet sparkle

REGIONAL SALES COORDINATORS that can sell/promote/deliver games to clubs, businesses and individuals for a region.

SCHEDULE

Feb. 3, 06 – Start Silent Auction for Boardwalk and Park Place

Mar. 31, 06 – End Silent Auction,

Apr. 15, 06 - Finalize Financing and Sponsor Placement on Gameboard

Apr. 15, 06 – INFORMATION ON PROJECTS DUE – MISS THIS DATE AND INFORMATION WILL NOT MAKE INSERT BOOKLET

Apr. 06 – Sign Contract for Games, Start discounted Pre-Order Phase for game – full retail price of \$35.95 discounted to \$27 for paid pre-order for individuals and resellers, \$30.50 for pre-order without prepayment (plus tax and shipping/handling).

Jul. 31, 06 – End Pre-Order Phase,

Aug. 1, 06 - games are delivered in July for sale at County/State fairs at full retail of \$35.95