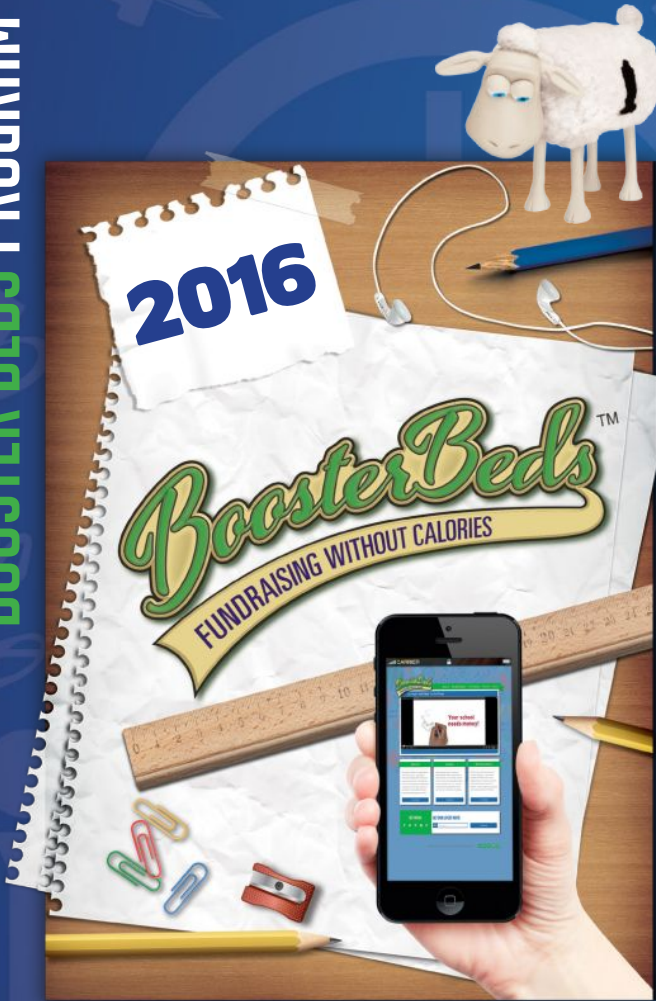


BOOSTER BEDS PROGRAM



THE ORIGINAL



# MATTRESS FUNDRAISER

**How Many People  
in YOUR Community  
WILL BUY a New Mattress This Year ?**



**10 %**

of every person you know is looking for a mattress right now !

**1 IN 10 PEOPLE  
IN YOUR COMMUNITY  
WILL BUY A MATTRESS THIS YEAR!**



BOOSTER BEDS PROGRAM



# We transform your Cafeteria or Gym into a Giant Mattress Showroom



## YOUR MATTRESS SHOWROOM

2016



2014  
WOMEN'S CHOICE AWARD  
AMERICA'S MOST RECOMMENDED  
MATTRESS & BOX SPRING

### People in Your Community Will Sleep Better Knowing They Saved Money and Helped Your Kids.™



- All mattresses are BRAND NEW, made-to-order, with full Serta factory 10-year non-prorated warranty
- Firm, Plush, Pillow Top, Eurotop, Independent Coil, Innerspring and Gel Memory Foam with 21+ Mattress Models on display



- All sizes available: Twin, Twin XL, Full, Full XL, Queen, King, California King
- Cash, check, credit cards, PayPal accepted, Free Layaway
- 90 days same as cash with \$40 down financing available



BOOSTER BEDS PROGRAM

What's

2016

**YOUR GOAL ?**



**\$ 5,000**



**\$ 7,500**



**\$ 10,000**



**NO RISK FUNDRAISER BOOK NOW !!!**





# How Do WE Help YOU PROMOTE?



### PARTICIPANT ROSTER

TURN IN AT LEAST 2 FORMS TO MAXIMIZE SUCCESS

1 IN 10 PEOPLE IN YOUR COMMUNITY IS IN THE MARKET FOR A MATTRESS RIGHT NOW!

001 Student Name	021 Student Name
002 Student Name	022 Student Name
003 Student Name	023 Student Name
004 Student Name	024 Student Name
005 Student Name	025 Student Name
006 Student Name	026 Student Name

**Support Your School**

**30 to 60% OFF RETAIL**

**BIG SAVINGS MATTRESS FUNDRAISER**

WE MAKE THE WORLD'S BEST MATTRESS.™



Take a photo of this flyer and share! (social media / email / text)

Help Raise Money For: **CHARLESTOWN HIGH SCHOOL BASEBALL & SOFTBALL**

**Serta MATTRESS SALE FUNDRAISER**

Saturday, December 5th 10am to 5pm  
Sunday, December 6th 1pm to 6pm

@ Charlestown High School  
1 Pirate Place  
Charlestown, IN 47111

90% APPROVAL RATE It's EASY to Qualify. **\$40 DOWN**

**HELP THE KIDS**

Billy / 063  
(Name of Band Member / Parent / Person who referred you)

Store.BoosterBeds.com

Save an additional **\$75 OFF**

Serta perfect sleeper

GET A FREE SERTA PILLOW WITH MATTRESS EVENT APPOINTMENT!

TEXT: PILLOW TO: 864-475-1272

Save an additional **\$100 OFF**

iSeries

Save an additional **\$150 OFF**

iComfort

- Community Yard Signs
- Banners
- Invite Cards
- Social Media
- Serta Pillow Giveaway to potential mattress buyers



YOU CAN HELP ME RAISE MONEY FOR: PICKENS HIGH SCHOOL BANDS

SHARE THIS!

**MATTRESS SALE FUNDRAISER**

SATURDAY, AUGUST 22ND 10AM TO 5PM  
SUNDAY, AUGUST 23RD 1PM TO 6PM

YOU CAN HELP ME... SHARE THIS!!!

PICKENS HIGH SCHOOL AUXILIARY GYM  
150 BLUE FLAME DRIVE  
PICKENS, SC 29671

Save up to 50% OFF Retail

Save an additional \$75 OFF



# BOOSTER BEDS PROGRAM

2016



TRANQUIL™  
PILLOWS



TRANQUIL™  
SHEETS

Help Raise Money For: **MULBERRY MIDDLE SCHOOL BAND**

**ORDER NOW**  
TranquilBedding.com

**TAG IT, SHARE IT ON YOUR SOCIAL NETWORKS #BOOSTERBEDS @BOOSTERBEDS**

Take a photo of this flyer and share! (social media / email / text)

**Pick-up your Pillows and Sheets:**  
Saturday, February 6th  
10am to 2pm  
@ Mulberry Middle School  
500 SE Dr Martin Luther King Jr Ave  
Mulberry, FL 33860

Goose Down Alternative  
Starting at **\$29<sup>00</sup>**

TRANQUIL™ PILLOWS

Bamboo Luxury Memory Foam  
Starting at **\$43<sup>00</sup>**

TRANQUIL™ SHEETS  
Starting at **\$38<sup>00</sup>**

Option 1) PreSale Items can be purchased online with optional FREE Pickup at the School.  
OR  
Option 2) PreSale Items can be delivered directly to your home Address for a flat rate shipping charge.

TranquilBedding.com  
TRANQUIL™ BEDDING



Plus

**\$10** for ANY ITEM  
PRE-SOLD ONLINE  
before the event

**10%** of ALL accessories  
SOLD AT THE EVENT



**BOOSTER BEDS PROGRAM**

**FRIENDS & FAMILY  
TOO FAR  
AWAY ???**

**THEY CAN STILL  
HELP THE KIDS!**

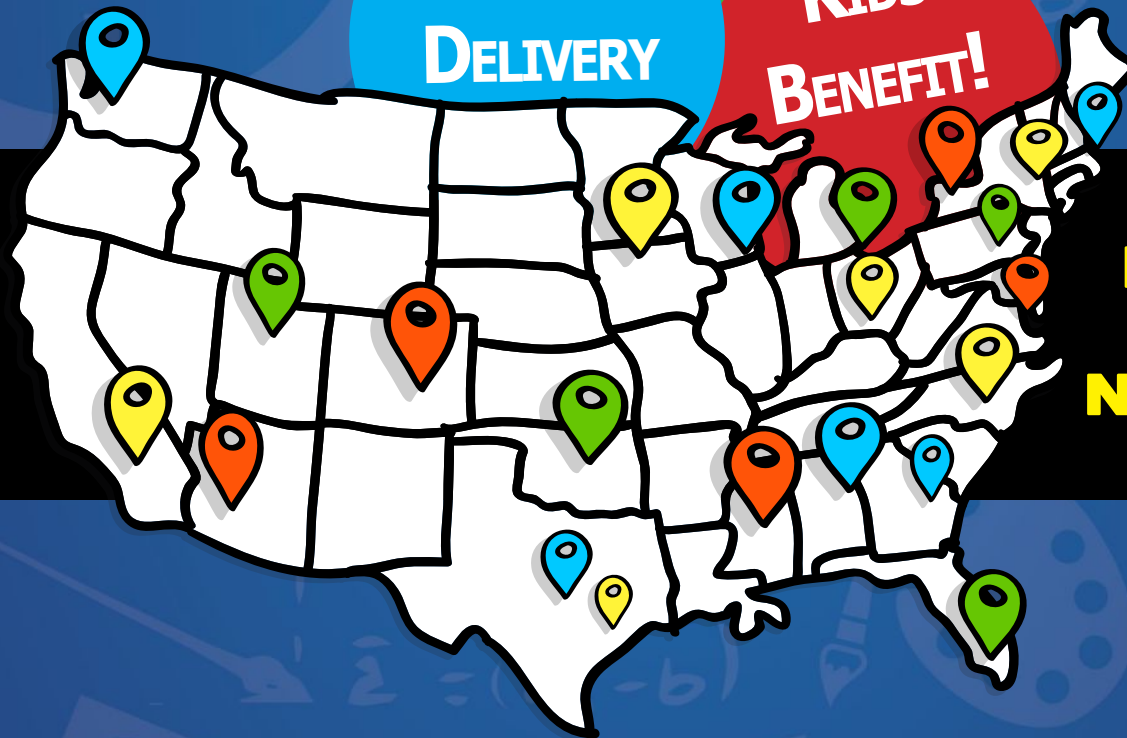
**WE LOVE  
REMOTE BUYERS!**

**2016**

**PRICE  
MATCH!**

**IN-HOME  
DELIVERY**

**KIDS  
BENEFIT!**



**FACTORIES  
LOCATED  
NATIONWIDE!**



FINANCING OPTIONS AVAILABLE!

**\$40  
DOWN**

**90%  
APPROVAL  
RATE**

**We Even PRICE MATCH  
Stores Like These:**





# 5 Stages of a **Mattress Sale** **Fundraiser**

**Stage 1: Parent & Student Meeting**

**Stage 2: Promotion** Telling NOT Selling

Line-up Mattress

Showroom Appointments

**Stage 3: Setup Showroom**

**Stage 4: Open for Business**

Saturday 10am to 5pm

Sunday 1pm to 6pm

**Stage 5: Clean Up & Close**



**2016**



**PERSONAL INVITATION FUNDRAISER!**

**1 IN 10 PEOPLE IN YOUR COMMUNITY WILL BUY A MATTRESS THIS YEAR!**

**How YOUR Group can Earn \$5,000 or more**

**Student / Parent Participation**



Name \_\_\_\_\_ TEAM NUMBER \_\_\_\_\_  
 COACH / ADMINISTRATOR \_\_\_\_\_ PARTICIPANT NUMBER \_\_\_\_\_  
 GROUP / DEPT \_\_\_\_\_ MOBILE NUMBER \_\_\_\_\_

**Help Me**  
 Arrive at your appointment on-time to help me earn \$5 or more. Experience our Serta Showroom and get a FREE Serta Pillow. (Buy a new Serta mattress and get a FREE set of Serta pillows!)

**Script**  
 Hello Mr. / Mrs. / Ms. \_\_\_\_\_, we are promoting our Serta Mattress Sale Fundraiser. \_\_\_\_\_ Dates / Times \_\_\_\_\_. Each of us must find 10 people who help us promote the fundraiser. Do you know anyone who would like to Save 30% to 60% on a brand new Serta Mattress?

1 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

2 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

3 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

4 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

5 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

6 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

7 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

8 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

9 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

10 Name: \_\_\_\_\_ Appointment  Promotion   
 Facebook  Twitter  Instagram  Text   
 Mobile: (\_\_\_\_) \_\_\_\_\_  
 Saturday  Sunday  Yes

**DO THIS**

**Buyers Found per Form 1**

**Forms Submitted by Group 80**

**Showroom Appointments 60**

**YOUR Mattress Sales 50**



**FIND MATTRESS BUYERS BY PERSONAL INVITATION USING OUR FORMS!**

**Ask Your Fundraising Representative about Our \$2,000 Guarantee**





2016

BOOSTER BEDS PROGRAM

# Your 4 tiers of Proceeds from Mattress Sales

80 FORMS GETS YOU MORE!



10% ~~8%~~ VS VALUE SERIES



12% ~~10%~~ Serta perfect sleeper

14% ~~12%~~ Serta icomfort HYBRID



16% ~~14%~~ Serta icomfort



**ACT NOW!**  
**EARN MORE!**  
\*Contact your Fundraising Representative; dates may still be available now in your area.

**Size**

Twin  
 Twin XL  
 Full  
 Full XL  
 Queen  
 King  
 California King  
 Custom: \_\_\_\_\_

**Foundation Type**

Standard Height  
 Low Profile  
 No Foundation (Mattress Only)  
 Other: \_\_\_\_\_

**Delivery Options**

Pickup from School \$50  
 Home Delivery by School\* \$100  
 Third Party Service\*\*

\*Limited to 10 mile radius of school location  
\*\*Ask about fees associated with delivery options

**How did you hear about us?**

saw the signs  
 Someone referred me. That person's name is: \_\_\_\_\_

**Did you RSVP via...?**

EventBrite  
 Facebook Event  
 Purchased Sheets or Pillows Online  
 Other: \_\_\_\_\_

**Protect your investment!**  
 Don't forget to add a mattress protector to your order during checkout

**Adjustable bed?**  
 Standard Height  
 Low Profile  
 No Foundation (Mattress Only)  
 Other: \_\_\_\_\_

**Other Notes**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Salesperson**

\_\_\_\_\_



BOOSTER BEDS PROGRAM

2016

# STUDENT INCENTIVE PROGRAM

\$\$\$ MONEY \$\$\$ MOTIVATOR

EXCITE	MOTIVATE	IGNITE
\$10	\$20	\$25
\$25	\$35	\$50
\$35	\$50	\$75
\$50	\$75	\$100



SUBMIT YOUR **MATTRESS BUYERS** TO GET YOUR **GIFT CARD\***

VS VALUE SERIES

Serta perfect sleeper    Serta sertapedic

Serta icomfort HYBRID

Serta icomfort



## REWARD

\* Student Incentive Rewards may vary per group.  
\*\* Other popular reward incentives have included Gift Cards for Amazon, Sporting Goods Outlet Stores, as well as merchandise like t-shirts, hoodies, etc. Customize your Student Incentive Rewards by contacting your Fundraising Representative.

Note: student incentives are essential for success!



WE MAKE THE WORLD'S BEST MATTRESS.™





And now a word  
from our Sheep  
Sponsors...

**SELL THE SHEEP  
GET REWARDED!**



**Incentive Bonus**

If your group generates

**50+** Serta Branded Mattress Sales  
you get a **\$1,000** Bonus!\*

**75+** Serta Branded Mattress Sales  
you get a **\$2,000** Bonus!\*

**100+** Serta Branded Mattress Sales  
you get a **\$3,000** Bonus!\*

\*only one Bonus can be earned per event, not meant to be combined. Serta Branded Products include: iComfort, iSeries, Perfect Sleeper, SertaPedic. This does not include Value Series Brands, Pro-Comfort and Five-Star Mattress models.

**BIG INCENTIVES  
HERE!**





2016

( how it works )

# Volunteer-Based Sorting and Delivery\* 100% Benefit to Your Group

**\$50** from BUYERS for **Volunteers** to assist in Sorting, Labeling, and Loading the Mattresses

**\$50 more** from BUYERS for **Parent Volunteers** to **DELIVER** the **Mattress to their homes**

Limited to a 10 Mile Radius

Onsite Support/Guidance for Volunteers \$500 Flat Fee

\*Other Sorting & Delivery Options are available



**"Nationwide is on your side."** We take no chances when it comes to safety and group liability. **\$2 MILLION DOLLARS IN LIABILITY INSURANCE** naming your group as additionally insured is our way to give you piece of mind when parents and students volunteer.

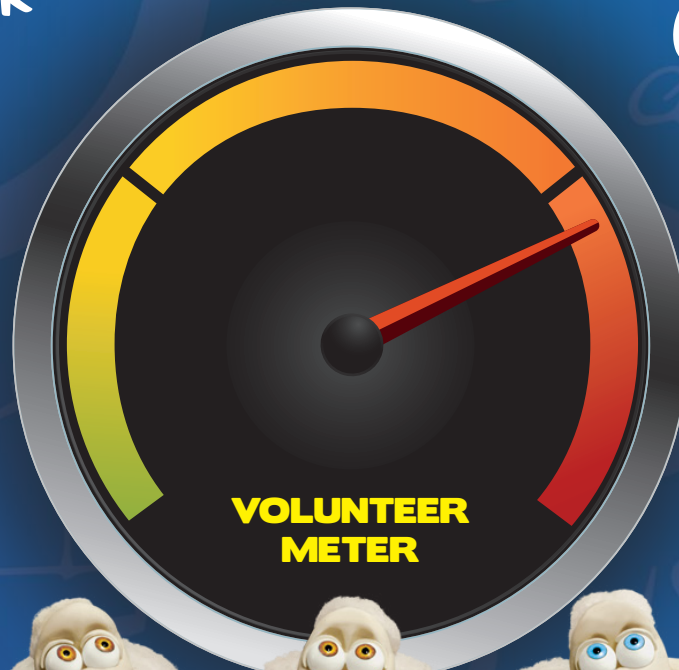


# Speed up Your **FUNDRAISER**

## Mattress Appointment **MANAGER**

**VOLUNTEER  
COORDINATOR**  
**ORDER TAKERS**  
**ORDER MAKERS**

**EVENT  
GREETERS**  
**PILLOW  
STATION**  
**SHOWROOM  
SETUP**  
**CLEANUP**



**AWARENESS  
COORDINATOR**  
**SOCIAL MEDIA  
SPECIALIST**  
**SIGN  
PATROL**  
**SIGN  
SPINNERS**  
**MATTRESS  
PICKUP  
DELIVERY**

# Rev up Your **VOLUNTEERS**



BOOSTER BEDS PROGRAM

2016

# \$250 REFERRAL PROGRAM

HELP YOUR COLLEAGUES  
GET THE BEST FUNDRAISER EVER !!!

## \$1,500 Reward



Connect Us with Other Groups

Do the Math:

6 Events X \$250 = \$1,500



Growing  
Our Business  
Means Helping Kids  
Raise MORE Money !

