



St. Louis Cardinals

SALES INCENTIVES

50 CALENDARS SOLD

5 TICKET VOUCHERS

Each voucher is good for two tickets to a 2022 Cardinals home game!

Besides keeping \$7 for each calendar sold, organizations that reach the following sales targets will receive these rewards from our fantastic pool of prizes:



100 CALENDARS SOLD

Each school or group will receive **10 TICKET VOUCHERS** plus one of the following **PREMIUM PRIZES**:

- Goodie bag filled with Cardinals memorabilia
- Cardinals gift card
- Player-autographed item
- Five bonus ticket vouchers

FREDBIRD'S TOP FIVE

The **top 5** selling groups will enjoy a visit by Fredbird to their school or organization!



150 CALENDARS SOLD

Each school or group will receive **15 TICKET VOUCHERS** plus one of the premium prizes listed above.



**EVEN MORE INCENTIVES
ON THE BACK OF THIS PAGE!**

St. Louis Cardinals

SALES INCENTIVES CONT.



200 CALENDARS SOLD

Each school or group will receive
15 TICKET VOUCHERS, a **PREMIUM PRIZE**
plus one of the following **GRAND PRIZES**:

BUSCH STADIUM VIP EXPERIENCES



■ TALKIN' BASEBALL Q&A:

Attend an exclusive pregame Q&A session with a former Cardinal and receive two tickets to the game.

▼ TEAM BROADCASTERS

Q&A: Attend an exclusive Q&A session with broadcasters and receive four tickets to the game.



▲ FIRST-PITCH VIP EXPERIENCE:

For four guests, featuring a one-person ceremonial first pitch and four tickets to an all-inclusive seating section (food and beverages included).



▲ SHOP AT CARDINALS AUTHENTICS:

Receive \$200 toward the purchase of game-used memorabilia, autographed collectibles or customized merchandise and two tickets to the game.

■ DINE AT BALLPARK VILLAGE:

Enjoy a pregame meal at Sports & Social, a \$50 gift card to Baseballism apparel store and two tickets to the game.

◀ **PRIVATE TOUR:** A private stadium tour, a visit to the Cardinals Hall of Fame and Museum and four tickets to the game.

USE THE SALES INCENTIVES TO
FIT THE GOALS OF YOUR GROUP, SUCH AS:
AUCTION ITEMS IN OTHER FUNDRAISING INITIATIVES,
REWARDS FOR TOP-SELLING STUDENTS, ETC.



All prizes and ticket vouchers will be mailed in spring 2022, prior to the beginning of the Cardinals' regular season.
Premium and grand prizes are assigned randomly.



St. Louis Cardinals

PARTICIPANT TESTIMONIALS

"This is a great fundraiser for our region. The Cardinals' brand is strong and the calendar knocks it out of the park – the pictures and design are tremendous, the coupon pages are great for families and the game schedule is the perfect calendar centerpiece for Cardinals Nation!"

– Jason Hall
St. Louis Redbirds Youth Baseball

"From a PTO perspective, this fundraiser has been awesome. The funds have helped us buy a marquee for the school, new playground equipment, books for the classroom and much more."

– Nicki Schilling
Smithton (Ill.) Elementary School

"Parents offer a lot of great feedback; they especially love that the calendars are a great holiday stocking-stuffer at an affordable price."

– Ed Lind
Southern View Elementary School, Springfield, Ill.

"This is an easy fundraiser to operate and the customer service is top-notch. Every step runs smoothly. The Cardinals are responsive and we feel supported."

– Taryn Gaskill
Troy (Ill.) Schools PTO

"The funds we generate are a key resource supporting the music departments for our grade school, junior high and high school. The proceeds defray costs for competitions and other events that otherwise wouldn't be possible. Participation in those events has helped build unity and keeps the kids coming back to band and choir every year."

– Wendy Folen
Carlyle (Ill.) Music Boosters

REASONS TO SELL CARDINALS CALENDARS

- Affordable \$16 price point – and you keep \$7 of each sale!
- Quality alternative to repetitive/traditional fundraiser offerings
- Popular Cardinals brand and robust regional fan support
- Efficient process and simple terms – you're billed only for the calendars you sell
- Attractive prize incentives – to reward top sellers or utilize in additional auctions or fundraisers
- Ideal timing for holiday gift-giving season
- Money-saving, family-oriented coupon section featuring a wide variety of retailers
- Participant satisfaction score of 4.75 on a scale of 1 (lowest) to 5 (highest) among participating groups in the last three years

TIPS FOR SELLING THIS FUNDRAISING SEASON

- Employ consistent social-media messages on Facebook, Twitter, Instagram, etc., using our digital support files to reach sellers and customers.
- Share digital sales sheets and this informational packet with every seller (sent to you by request).
- Promote prize incentives to motivate your sellers.
- Inform your sellers and customers *how* the revenue will fund your group's cause.
- Encourage parents to contact colleagues, extended family, friends and neighbors for sales.
- Contact previous year's customers for repeat sales (referencing last year's sales sheets).
- Use Venmo or PayPal to safely collect payments from customers.
- Follow recommended social-distancing practices if contacting customers in person.