

**KNOXVILLE**  
**LIFESTYLE**  
*DINING, ARTS, ENTERTAINMENT & RETAIL*

Dear Fundraising Coordinator:

**Please read the enclosed materials carefully, because you will notice there are several new and exciting programs for 2008 that can allow you to earn an additional \$3,725 in bonuses this year!**

You will find information on the new incentive program for this year including cash bonuses for your fundraising group! You will also learn how to earn additional monies by referring other fundraising groups to Knoxville Lifestyle.

Also, if you participated in the Knoxville Lifestyle program last year and provided us with the names of individuals that purchased books from you before, you will find a list of those supporters along with their contact information enclosed.

**Visit our updated website at [www.KnoxvilleLifestyle.com](http://www.KnoxvilleLifestyle.com). There you will find important information that will be added throughout the year. Look for continual updates on our list of participating restaurants in the 2008 issue which will be valid through December, 2008!**

**Look for our NEW 2008 Retail & Home Resource Section with over \$25,000.00 in added value!**

Knoxville Lifestyle is ready to kick off the new year and help you raise more money than ever before. Just give us a call at 966-7488! Also, if you have any questions about the program, please feel free to give us a call anytime.

**We look forward to assisting your organization in raising money for 2008.**

**GREAT HOLIDAY GIFT!!! Don't forget to offer your customers extra books to purchase as Christmas gifts. Knoxville Lifestyle is a great way for individuals to support your organization and finish off their Christmas list at the same time!**

**Again, please read all of the enclosed information very carefully, because you will be signing an agreement indicating that you agree to all the terms of our policy.**

Sincerely,  
Dennis Downs  
President  
Knoxville Lifestyle, Inc.



## *Something Special* For All of Your Supporters!

Our goal at Knoxville Lifestyle is to make sure that each year our magazine becomes an even greater money-making venture for your group or organization.

Many of you have taken advantage of our Fundraising Group Supporters Database Program where we keep a list of each organization's customers just for that group. Well, did you know we keep your supporters' email addresses too? And for three very important reasons . . .

- **We can now send everyone on your group's customer list ADVANCE NOTICE EMAILS to inform them of any changes throughout the year!** For example, we all know that out of all the restaurants in the book, there might be a couple that will close during the year. Now your organization's supporters won't have to find out by going to that restaurant, seeing the CLOSED sign, and being disappointed. We'll let them know in advance, and they'll often learn that the new restaurant opening in its place will honor the card *without even having to ask*.
- **We often have businesses in our book call us to offer additional values to our customers!** Right now, we're sending a special 2-for-1 value to everyone signed up on the Email Program from one of Knoxville's favorite restaurants! In fact, this restaurant was unable to be in the 2007 edition, but they wanted to offer this value to all of our customers! SPECIAL NOTE: THIS RESTAURANT WILL BE IN THE 2008 EDITION! Once again, everyone received this special offer, but only if the fund-raising organization they supported gave us their emails!

Imagine your supporters receiving special values like this throughout the year, *courtesy of your organization!* What a great way to remind them that their support is truly appreciated!

- **We want to increase your fundraising earnings year after year!** By maintaining an email database for your group, we know it will help secure supporter loyalty for you and continued customers for us. That's why we're so very careful with every group's list. *We even give up customers when they become your supporters!* How's that for wanting you to be successful? You're very important to us, and we want your members to have the best possible fundraising experience ever.

So don't forget to gather those names, addresses  
*and emails* of all of your group's supporters!  
Who knows what *SPECIAL OFFER* we'll be sending out next!

# How would you like to earn OVER \$20.00 per book in your fundraising efforts?

## Knoxville Lifestyle's Bonus Program for Active Organizations

Knoxville Lifestyle wants to help all our fund-raising organizations increase their sales over last year so that more monies can be raised for their worthwhile programs. In order to do that, we offer an incentive program that rewards organizations that increase magazine sales over last year's sales. For example, let's say an organization sold 50 magazines last year. That was a great goal, but this year the organization wants and needs to sell more. So, by setting a goal of selling 100 magazines this year, that organization can earn six (6) FREE MAGAZINES from Knoxville Lifestyle and earn an additional \$210 profit by earning the full \$35 per magazine.

Please remember, our incentive program is based on increased sales over the previous year's sales, not just the actual number of magazines sold. See the chart below for our incentive program and set your goals high this year!

### Knoxville Lifestyle Bonus Program for Active Organizations

Increase magazine sales over previous selling year by	TOTAL Additional Earnings from Sales	TOTAL Free Bonus magazines	TOTAL Bonus Earnings	TOTAL EARNINGS Including Cash Bonus
50	\$500	6	\$210	\$710
75	\$750	10	\$350	\$1,100
<b>100</b>	<b>\$1,000</b>	<b>18</b>	<b>\$630</b> <b>+\$200 CASH</b>	<b>\$1,630</b> <b>+ \$200 CASH</b>
125	\$1,250	25	\$875	\$2,125
150	\$1,500	30	\$1,050	\$2,550
<b>200+</b>	<b>\$2,000+</b>	<b>35</b>	<b>\$1,225</b> <b>+ \$300 CASH</b>	<b>\$3,225</b> <b>+ \$500 CASH</b>

**What about a member? Is there any way our organization can reward members who work really hard?**

Sure! The most successful way we've seen to motivate those diligent members who actively participate in your fund raising effort is to also provide them with a great bonus.

## New for 2008

Any member that sells 20 Knoxville Lifestyle books will **NOW** receive one **FREE** Dining Card from Knoxville Lifestyle.

**So take the enclosed "REWARD" flyer and make copies for everyone to let them know how important their participation will be.**

# **Earn over \$3,500 extra for your organization!** with our **2008 Bonus Program for Active Organizations**

**A great way for your organization  
to raise even more funds!!!**

For groups that want to think big in 2008, Knoxville Lifestyle will be rewarding you with a growth program incentive that earns you cash!

Simply sell 100 more copies of Knoxville Lifestyle in 2008 than your group did last year. Reach this goal, and Knoxville Lifestyle will pay you a **\$200 bonus!** Now, not only are you earning \$10 per book, but you are also receiving this extra bonus.

If you're real enthusiastic and sell 200 more books than last year, we'll pay you an **additional \$300 Bonus!** That's a total of **\$500.00 Cash Bonus** to your group. Now, not only are you earning \$10 per book, but you are also receiving this extra bonus.

**When combined with the existing incentive program, your group will be earning like never before.**

**For example:**

## **Example 1**

Your group sells **100 more books** this year than you did last year. You will receive the **additional revenue** from the extra books sales, **free copies** of Knoxville Lifestyle to sell at full price, **and an extra \$200 bonus check!**

100 additional books X \$10	=	\$1,000
18 bonus books X \$35	=	\$ 630
Cash bonus	=	\$ 200
<b><u>Total additional revenue</u></b>	<b>=</b>	<b><u>\$1,830</u></b>

“Remember selling 100 more books earns you **\$18.30 per book.**”

## **Example 2**

Your group sells **200 more books** this year than you did last year. You will receive the **additional revenue** from the extra books sales, **free copies** of Knoxville Lifestyle to sell at full price, **and an extra \$500 bonus check!**

200 additional books X \$10	=	\$2,000
35 bonus books X \$35	=	\$1,225
Total Cash bonus	=	\$ 500
<b><u>Total additional revenue</u></b>	<b>=</b>	<b><u>\$3,725</u></b>

“Remember selling 200 more books earns you **\$18.63 per book.**”

**Fund your program like never before with the 2008 cash bonus!**  
**Call 966-7488 for full details.**



**Refer other organizations and earn 10 percent of their profit!  
(Refer as many organizations as you want!)**

Dear Fundraising Coordinator:

If your organization is looking for a "**no cost, no risk**" way to earn money for this year's projects, it's time to raise funds with Knoxville Lifestyle! **More than 300 groups** in the Greater Knoxville Area have selected our publication for their fundraising activity over the years. And last year alone, **they were rewarded with more than \$172,000!**

**Now your organization can earn even more** by referring other organizations to Knoxville Lifestyle. Simply find another group that's interested (and has not participated in our program in the past) and determine if they wish to participate, then **fill in this form and return it to us**. When your referral group completes its fundraiser/consignment, you receive 10 percent of their profit! This referral program is valid for the first year the organization participates. Plus, you can refer as many groups as you'd like and receive 10% of the profits made from all those fundraisers!

Please feel free to call us at 966-7488 if you have any questions about our fundraising or referral programs. We look forward to working with you on your **most successful fundraiser ever!**

Sincerely,  
Dennis Downs  
President

Return this form to:  
Knoxville Lifestyle  
521 Lovell Rd, Suite 201  
Knoxville, TN 37932

Melanie Gibson  
Director of Fundraising  
Knoxville Lifestyle, Inc.

Fax: (865) 966-7222  
Email: Fundraising@KnoxvilleLifestyle.com

**Your Organization's Information:**

**Referral Organization's Information:**

\_\_\_\_\_  
Organization's Name

\_\_\_\_\_  
Organization's Name

\_\_\_\_\_  
Officer's Name                      Officer's Position

\_\_\_\_\_  
Officer's Name                      Officer's Position

\_\_\_\_\_  
Primary Phone Number

\_\_\_\_\_  
Primary Phone Number

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Mobile Number

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Mobile Number

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\*Email Address

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\*Email Address

# A REWARD FOR HELPING OUR FUNDRAISER!

For any member who  
sells 20 or more  
Knoxville Lifestyle  
books during our  
fundraiser,  
Knoxville Lifestyle  
will give you  
one FREE Dining Card!



**\$800 Bonus**

Our organization will receive \$200  
toward our fundraising goal, and you'll get  
to go back to all those Fine & Casual Dining  
Restaurants listed in the book!  
Or even treat your friends! That's over \$800  
in extra savings **just for you!**

So sell 20 and raise \$200 for us!

You'll win a FREE Dining Card!