

# a quick hello



Dear group leader,

Thank you for applying to take part in the Sunday Sun's Active campaign. We can confirm that you are now an officially registered group. This starter pack contains everything you need to participate.

We'll be sharing our £25,000 cashpot among all the groups successfully registered for Active. No groups will miss out but the bigger your share of the tokens, the bigger your slice of the cash. Remember, every token counts so make sure your supporters are ready for action

We'll be printing 10 tokens each week in the Sunday Sun for 20 weeks from Sunday, June 1. Watch out, too, for bonus tokens that will be appearing every now and again to give you a boost!

We have tried to make all aspects of the campaign as easy as possible, so simply follow the step by step instructions.....

# getting started



All tokens must be attached to your collector booklets. Each booklet contains space for 400 tokens. Additional collector sheets can be downloaded from [sundaysun.co.uk/active](http://sundaysun.co.uk/active). Each collector sheet contains space for 100 tokens. The more people you get collecting the better chance you have of getting a bigger share of the cash, so make sure you enlist the help of family, friends, colleagues and the local community.

Make sure you have sent us your group photo – this will appear in paper and online. You can either email your picture to [ss.competitions@ncjmedia.co.uk](mailto:ss.competitions@ncjmedia.co.uk) and title your email Active Group Photo or post it to Active, Promotions Department, Sunday Sun, Groat Market, Newcastle, NE99 1DD.

## Collecting your Active Tokens

Tokens will appear in the Sunday Sun each week from Sunday, June 1 until Sunday, October 12. Bonus tokens will also be printed throughout the campaign in the Sunday Sun so keep an eye out! Simply cut out the tokens and stick them onto the collector booklets enclosed. We suggest that you do this as you go along and do not wait until the end of the campaign when you have a huge pile of tokens!

## Collection Boxes

A collection box is included within this pack. All you need to do is put the box together, then place it anywhere you feel people will donate tokens for your group. Please write the name of your group on the box and don't forget to collect it back in at the end of the promotion.

## Help from Readers

In addition to the tokens you collect, we will be appealing to Sunday Sun readers to collect on behalf of groups of their choice. We will print the address you have provided us so tokens can then be forwarded onto you. If you have not provided us with a forwarding address then please do so immediately (this should be the address of your group – not your personal address). We will not accept any tokens sent directly to us for groups.

# getting started continued...



## Regular Updates

Throughout the campaign we request that you send us weekly updates on how many tokens you have collected so far. We will then print regular tables in paper and online so you can see how well you are doing. You can send us your weekly updates by emailing [ss.competitions@ncjmedia.co.uk](mailto:ss.competitions@ncjmedia.co.uk). We would request that you send your weekly update by **1pm each Wednesday afternoon** so we can update your group.

## Competition Closing Date and Entry Details

Once we have printed the final set of tokens on October 12, you will need to collect in all your token collection booklets, whether full or partially complete and count your final number of tokens.

Complete the enclosed final entry form, indicating the total number of tokens you have received. The booklets and entry form must be returned to us by Monday, October 20. We suggest nominating someone to drop your entry off at our head office on Groat Market in Newcastle City centre or having them sent via recorded delivery.

A team of adjudicators from the Sunday Sun will check the entries to ensure that the number of tokens submitted matches the number on the entry form. Groups will be awarded their share of the Active fund accordingly. The higher percentage of tokens you have equals the higher percentage of the fund you receive.

A full set of rules is available online at [www.sundaysun.co.uk/legal](http://www.sundaysun.co.uk/legal). If you have any queries about the campaign, please do not hesitate to contact us by telephone or email. If you need anymore collection sheets, posters or leaflets then visit [www.sundaysun.co.uk/active](http://www.sundaysun.co.uk/active) where they are free to download.

May I take this opportunity to wish you the very best of luck and remember – EVERY TOKEN COUNTS

Kind regards Janet Heaney

Tel 0191 2016081, Email [janet.heaney@ncjmedia.co.uk](mailto:janet.heaney@ncjmedia.co.uk)

# points to remember



## Important Points to Remember!

Tokens appear in your Sunday Sun from Sunday, June 1 – Sunday, October 12, 2008 – Look out for Bonus Tokens throughout!

Keep a log of how many tokens you have collected and send us a weekly update!

The deadline to get your entries and tokens to us is Monday, October 20, 2008.

Keep up to date with the current league table and download any forms or posters you need at [www.sundaysun.co.uk/active](http://www.sundaysun.co.uk/active) - also regularly check for any announcements!

Send us your group photo as soon as possible

The bigger your share of the tokens – the bigger your slice of cash!

Remember – EVERY token counts!

# starter pack



This pack contains everything you need to get you on your way to your share of the Active fund.

What you should have includes:

Introduction letter and campaign instructions

Token collection booklets

Entry form to submit your final number of tokens

Posters to help you promote your group

Leaflets to hand out to friends and family to help you collect

An Active token collection box

If you are missing any of the above then please contact us on 0191 2016430 and we will send them out to you.

You can also download more token collection sheets, posters and leaflets online at [www.sundaysun.co.uk/active](http://www.sundaysun.co.uk/active)

# final entry form



**Name of group:** .....

**Name of group leader:** .....

**Address of group leader:** .....

.....

.....

**Telephone number of group leader:** .....

**Email** .....

**I hereby declare that** (print name of group) .....

**have collected a grand total of** (print total number of tokens collected) .....

**Active tokens for the Active campaign**

**Signed** (group leader) .....

**Print name** ..... **Date** .....