



## Winning School Guidelines

### Prior to Celebrity Visit

The winning school will provide information to Goodwill regarding:

- Grades served
- Total student population
- Principal's contact information
- Directions to the school, including details on where the celebrity is to park and enter

We ask that you remind students and staff to be respectful. Cheering is encouraged, but interrupting the guest while speaking detracts from the experience.

Encourage students and staff to wear team clothes and to make posters and banners.

Goodwill will:

- Coordinate a date and time between the winning school and the celebrity
- Alert local media of the visit
  - We ask that the winning school participate in any interviews or media coverage during the visit

### Day of Celebrity Visit

The winning school will:

- Provide a police officer to assist with any security needs
- Provide a table and bottles of water for the guest
- Select students to serve as ambassadors to greet the athlete at the school entrance, or designate a key staff member to serve as an escort
- Provide a microphone and PA system in the assembly area
- Confirm that all students will be assembled prior to the guest's arrival
- The principal will introduce a Goodwill representative, who will then introduce the guest

Goodwill will:

- Provide the celebrity guest
- Provide items to be autographed as specified in prize package

**Parents**

This promotion and visit is designated for the benefit of the students. Please limit parents and other invited guests to those who were involved in the donation drive. Parent participation is under the discretion of the principal. We suggest using invitations and/or tickets for any guests. Please keep this number to a minimum so the focus remains on the students.

**Autographs**

Please restrict the number of additional items to be autographed (besides the merchandise in the prize package) to fifteen.