



Usborne Books

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Website:

www.theusbornebookstore.com
under book fairs

Non Food Products Sold:

- ▶ Books

Product Description:

2 programs: Book fair and Read-a-thon. Program described here is the read-a-thon program: Reach for the Stars

Profit Margin: 100%

30% cash to school

20% in Usborne Books to teachers/classrooms

50% in Usborne Books to participating students

Additional 8% in books plus pay no GST when sponsoring dollars total \$500 or more

Procedure:

- ▶ Children sign up sponsors who pledge money for each minute they read within a two week period
- ▶ At the end of the 2 weeks, students collect their sponsorship dollars and choose their books out of the Usborne books catalogue.
- ▶ Teachers can also order their books at the same time

Other:

All the supplies for the program are furnished.

They suggest a goal: 300 minutes or 5 hours of reading.