

## FISH-A-THON TEAM COMPETITION RULES

In order to increase participation and pledges raised in the 2008 Fish-A-Thon, Fishing For Life announces the new **Tournament Series Team Competition**.

Teams will be developed by captains. In order to become a captain all you have to do is register with Fishing For Life as a Captain. Anyone can sign-up to be a captain.

Captains can build their teams by asking anyone they know to join.

Captains will also be provided with contact information from the Fishing For Life database of individuals who have expressed an interest in participating in the Fish-A-Thon. As an illustration, if there are 80 captains, and we have 4,000 records in our database, then each captain will receive 50 leads to contact to try and create their teams.

The contact information will be distributed evenly to all captains present at the Captains' Tournament to be held June 21<sup>st</sup>, 2008 at White Bear Lake.

We will select up to 80 Captains leading up to this event based on past participation or registration as a captain at our website.

Team size is determined by the number of people who register online using their captain's Fish-A-Thon identification number AND who submit pledges/donations through the site. The electronic process will insure that Fishing For Life is accurately tracking the number of participants and the amount of funds raised per team.

Team competitions will include prizes for the size of the team and for the amount of money the team raises.

Team prizes will be awarded at the July 26<sup>th</sup> Celebration Tournament on Lake Marion and the August 23<sup>rd</sup> Marathon Tournament on Lake Minnetonka. Prizes for the lake events are yet to be determined.

***Illustration for team size:*** Matt is a captain who gets 25 kids to raise money in the Fish-A-Thon from June 21<sup>st</sup> until July 26. Emily gets 20 kids to participate. Matt's team will get prizes at the Celebration Tournament. After the tournament on the 26<sup>th</sup> of July, the teams "start over" **recruiting more kids**. Now, at the August 23<sup>rd</sup> tournament Matt has a team of 50 kids, and Emily has a team of 50 kids. Since Emily's team grew by 30 kids and Matt's team grew by 25 kids, Emily's team will be awarded the prizes.....AND NOW THE COOL PART. Since the largest number of kids on a team was 50 for the whole summer, both Matt's Team, and Emily's Team, will be invited to the CHAMPIONS PARTY at the end of the year for the team with the most number of participants. All team members will receive Champion medallions at the Party.

***Illustration for funds raised:*** Nathan's team raises \$10,000 in online pledges from June 21<sup>st</sup> until July 26<sup>th</sup>, while Mia's team raises \$5,000. Nathan's team will receive prizes at the Lake Events. After the tournament on the 26<sup>th</sup> of July, the teams "start over" **raising more funds**. At the August 23<sup>rd</sup> event

**Mia's team has raised \$50,000 total and Nathan's team has raised \$50,000 total. Mia's team will be awarded the Lake Event prizes because they raised more money since the last tournament. Here comes the cool part AGAIN.....both teams will be invited to the end of the year CHAMPIONS PARTY for having raised the same amount of money through the summer. September 1<sup>st</sup> will be the cut-off for the submission of pledges to be counted into the Team Fundraising Competition. All team members will receive Champion medallions at the Party.**

These illustrations demonstrate that it is possible for a new team to form ANYTIME during the summer and still have a shot at winning some prizes at the lake events. It also insures that the teams who work hard all summer to get the most kids and raise the most money get to have their entire effort measured in determining who are the CHAMPIONS.

There will only be one CHAMPIONS' PARTY, regardless of the number of teams that win or tie in the respective categories. The date and location of the party remains to be determined.

The TEAM prizes and CHAMPIONS' PARTY do not affect prizes for individuals raised by reaching funding pledge levels, such as the IPOD, the BMX Bike, or the gift certificates.