



THE MARKET PLACE

EARN & LEARN

school rewards

COORDINATOR INFORMATION PACKET 2026-2027

WELCOME TO THE NEW EARN & LEARN PROGRAM

The Market Place is excited to introduce Creative Marketing Arts (CMA) as the new management team for The Market Place Earn & Learn School Rewards Program.

While the program you know and love remains the same, The Market Place has made several enhancements designed to make participation easier, increase engagement, and create more opportunities for your school to earn points and prizes.

WHAT'S NEW FOR 2026-2027

NEW PROGRAM MANAGEMENT

- CMA is now overseeing the Earn & Learn Program on behalf of The Market Place.
- The CMA team is here to support you throughout the school year and help your school maximize its earning potential.

NEW PROGRAM EMAIL

- All program communications, publicity point submissions, and questions should now be directed to: **TMPEarnLearnProgram@gmail.com**

NEW ONLINE RECEIPT SUBMISSION PORTAL

- The Market Place has streamlined the receipt submission process.
- Supporters can now easily upload multiple receipts at one time through the new online portal at: MarketingGuru.com/Receipts

MONTHLY DIGITAL FLYERS

- Monthly digital flyers will be emailed to participating schools throughout the program.
- No printed flyers will be distributed this year.
- By going digital, we've added Midway Rally Prizes! The savings from printing have been redirected into additional cash prize opportunities for participating schools.

MORE PUBLICITY POINT OPPORTUNITIES

- Schools can now earn up to 10,000 publicity points per month.
- Previously, schools could earn a maximum of 4,000 publicity points monthly.
- That's an additional 6,000 points available every month to help boost your ranking!

NEW MIDWAY PRIZE PROGRAM

- To keep the momentum going throughout the school year, The Market Place will be awarding Midway Prizes in December.
- Details and qualification information will be provided at the kick-off meeting.
- These prizes are designed to recognize schools that are actively participating and promoting the program during the first half of the school year.

SAME GREAT OPPORTUNITY

- Schools can earn cash awards of up to \$3,500.
- Every school that reaches the 40,000 point minimum earns a cash award. With 5,000 points awarded for attending the Kick-Off Meeting plus numerous bonus point opportunities throughout the year, the goal is easy to achieve.
- Big school or small, every school has a chance to win. Shopping and dining receipts earn points, but publicity, promotions, and school participation can make all the difference. School spirit, not school size, is what leads to success.

The Market Place is looking forward to partnering with you and making this year's Earn & Learn School Rewards Program the best one yet!

How does the program work?

Each dollar spent at The Market Place is worth five (5) points, but shopping is only one way to earn points. Schools can also earn points through publicity, school spirit, and monthly bonus opportunities that require no spending. Plus, every participating school receives 5,000 points simply for attending the Kick-Off Meeting, giving your school a great head start toward the 40,000 point minimum needed to complete the program.

Because of these additional point opportunities, schools of all sizes have an equal chance to succeed. Every school that reaches the 40,000 point minimum receives a cash award based on its total points earned. In fact, smaller schools have often outperformed larger schools by taking advantage of publicity and bonus point opportunities. Schools can earn up to 10,000 publicity points each month, making school spirit just as important as shopping!

This packet includes everything you need to understand the program, promote it to your families, and maximize your school's points throughout the year.

EARN & LEARN

Program Rules

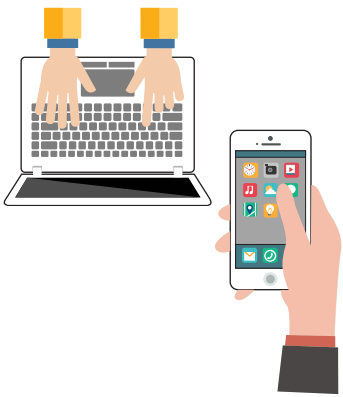
- Earn & Learn School Rewards Program begins September 1, 2026 and ends April 1, 2027. *(Receipts dated August 1, 2026 through April 1, 2027 will be accepted.)*
- To remain eligible for a final award, schools must earn at least 40,000 points by December 31, 2026. Eligible schools continue earning points through April 1, 2027 to improve their final ranking and award amount.
- Earn & Learn is designed to reward everyday shopping at The Market Place by supporters of participating schools. Receipts should reflect individual shopping visits and purchases. Stacks or groups of receipts from consecutive transactions (such as multiple receipts with back-to-back timestamps) will not be accepted.
- Store employees **may not** collect or submit receipts on behalf of participating schools.
- Receipts **will not** be accepted for purchases made before August 1, 2026.
- Receipts dated after 11:59 p.m. April 1, 2027 will not be accepted.
(Online portal to upload and submit receipts will remain live through April 5, 2027; for purchases made through April 1, 2027.)
- Receipts **must** be submitted **within 90 days of purchase** date.
- Schools in violation of program rules may be subject to removal from the Earn & Learn School Rewards Program.
- **Schools must be present at the final award ceremony in May 2027 to receive their award.**

EARN & LEARN Digital Flyers

The digital kick-off flyer will be emailed prior to the kick-off meeting being held August 21, 2026. Following the kick-off meeting, monthly digital flyers will be emailed to coordinators for the remainder of the program.

NOTE: After sharing the monthly emailed flyers to your students, families and supporters, e-mail the Earn & Learn Program Director at TMPEarnLearnProgram@gmail.com, to receive 1,000 publicity points for sharing. You can earn these points every month!

How To: Submit Receipts



Submit your receipts online. Simply write "VOID" on your receipt, visit MarketingGuru.com/Receipts, click on The Market Place Earn & Learn and complete the form to upload.

*See the video tutorial on MarketingGuru.com/Receipts to review the online receipt submitting process. Up to three receipts can be uploaded at a time.

Scan QR Code to go directly
to receipt upload page!



Schools may provide a receipt collection box for families who prefer to submit paper receipts. The school coordinator is responsible for writing "VOID" on each receipt and uploading it through the online portal. Store employees may not collect or submit receipts for schools.

- Receipts must be submitted within 90 days of purchase date.
- Receipts must be dated between August 1, 2026 and April 1, 2027.

**MONTE VERDE
ELEMENTARY**



SHOP. DINE. SUPPORT.
EARN & LEARN
SCHOOL REWARDS PROGRAM
EARN POINTS WIN PRIZES
LEARN MORE AT THE MARKET PLACE!

Publicity Points

Anytime you promote the Earn & Learn School Rewards Program to your school or in the community, you have the opportunity to submit that promotion for publicity points. You earn 1,000 points for each submission, with a **maximum of 10,000 publicity points available per month** for your school!

Publicity points must be submitted by the 5th of the succeeding month to be counted toward your monthly ranking.

NOTE: If your school has a receipt collection box/marquee sign message displayed monthly, don't forget to remind the Earn & Learn School Rewards Program Director every month, as your school can earn 1,000 points **each month** for each receipt collection box/marquee sign message being displayed.

Bonus Points are additional points your school can earn by hosting a fundraiser night at any of The Market Place restaurants. Schools receive 10,000 Bonus Points for hosting a fundraiser event.

***BONUS BONUS:** Every dollar spent during your fundraiser night is still worth five (5) points, so be sure to encourage your families, friends, and supporters to submit their receipts to earn even more points for your school!

Each participating school may earn Bonus Points for one (1) fundraiser night per month.

Bonus Points



Publicity Points Helpful Hints

- Mention the program in PTA / PTO /Principal / Student Newsletters
- Incorporate information into weekly emails to student's parents
- Notices on school's marquee and bulletin board
- Banner or sign posted at prominent places at school
- Share the digital Earn & Learn School Rewards flyer across your social platforms
- Mention the program on the voicemail at your school
- Link or mention Earn & Learn School Rewards Program on your school's website
 - Link/Upload online receipt submittal video
 - Link online receipt submittal form
- Mention the Earn & Learn School Rewards Program on PTA or other meeting agendas
- Receipt collection boxes located at school office or in classrooms – *1,000 points per box*
- Promote the Earn & Learn School Rewards Program on social media

***Your school's publicity points must be turned in by the 5th of the succeeding month to TMPEarnLearnProgram@gmail.com.**

How to Submit Publicity Points: Email screenshots, photos, PDFs, newsletter copies, or links to TMPEarnLearnProgram@gmail.com by the 5th of the following month. Include your school name and the month in the subject line. Each approved publicity item earns 1,000 points, up to 10,000 points per school per month. Sharing the monthly program flyer counts as one publicity item and is included in the monthly maximum.

Additional ideas for increasing points:

- Consider The Market Place for purchases for jewelry, electronics, appliances, and other large ticket items. Often times stores will match competitor's prices.
- Educate friends and family about how to submit receipts online at their leisure through the Earn & Learn online receipt portal at MarketingGuru.com/Receipts.

EARN & LEARN

Rankings

All receipts received, along with your school's bonus and publicity points, will be calculated each month to determine the ongoing rankings for the program. To see where your school is ranked, go to www.MarketingGuru.com visit the "School Program" tab, select "Participating Centers" and go to "The Market Place."

The Market Place wish all of you the best of luck in this program.
Remember, every school is a winner!

Final Awards:

1st Place:	\$3,500	6th – 10th Place:	\$1,000 ea.
2nd Place:	\$3,000	11th – 15th Place:	\$ 750 ea.
3rd Place:	\$2,500	16th – 20th Place:	\$ 500 ea.
4th Place:	\$2,000	21st – 25th Place:	\$ 350 ea.
5th Place:	\$ 1,500		

Please feel free to contact Kim Kelley or Sara Espinosa with any questions or concerns you may have at 1-800-762-1641.

Earn & Learn School Rewards
ATTN: Program Director
63 Natoma Street, Suite 110
Folsom, CA 95630

TMPEarnLearnProgram@gmail.com
www.marketingguru.com



Frequently Asked Questions

Q: How many publicity points can my school receive each month?

A: You can submit up to 10 publicity items per month, earning 1,000 points per promotion, for a maximum of 10,000 points monthly.

Q: How does my school receive their award at the end of the program?

A: Each school that participates and meets the minimum point requirement must be present at the Final Awards Ceremony to receive their award.

Q: What happens if our school doesn't earn very many points?

A: Your school must earn a minimum 40,000 points by December 31, 2026 to receive an award at the Final Awards Ceremony in May 2027.

Q: How can we promote the Earn & Learn Program at our school?

A: Share the digital flyer across your social platforms. Create publicity items each month that promote the program throughout your school and send us back-up of all of these items to receive up to 10,000 publicity points per month.

Q: How do you submit receipts?

A: Receipts can be submitted online at MarketingGuru.com/Receipts. Your school may also create a receipt collection box on campus that parents can drop their receipts in (and receive 1,000 points each month it is up).