

CROSSROADS | WESTPARK™ PLAZA | WOODBRIDGE VILLAGE CENTER



COORDINATOR INFORMATION PACKET 2026-2027

Earn & Learn Program Directors: Kim Kelley and Sara Espinosa
EarnLearnProgram@gmail.com or call 800-762-1641

WELCOME TO THE EARN & LEARN PROGRAM

Welcome!

Welcome to the Irvine Company Retail Properties Earn & Learn School Rewards Program at Crossroads, Westpark Plaza, and Woodbridge Village Center!

We're excited to partner with local schools to create a fun, community-driven fundraising program that rewards your school simply for encouraging families, friends, and supporters to shop and dine at participating merchants.

Throughout the school year, your school may earn cash awards by:

- Submitting shopping and dining receipts
- Promoting the program throughout your school and community
- Participating in bonus opportunities
- Hosting restaurant fundraiser nights
- Building excitement within your school community

Irvine Company Retail Properties' goal is simple: to make fundraising easy while encouraging families to support both local schools and the businesses that support your community.

As the Program Directors on behalf of Irvine Company Retail Properties Crossroads, Westpark Plaza, and Woodbridge Village Center, the Creative Marketing Arts (CMA) team is here to help every step of the way. Whether you have questions, need ideas for promoting the program, or want help maximizing your points, CMA is just an email or phone call away.

We're looking forward to an exciting first year together!

Your Program Directors

Kim Kelley & Sara Espinosa
EarnLearnProgram@gmail.com
800-762-1641

How EARN & LEARN Works

Each dollar spent at Crossroads, Westpark Plaza, and Woodbridge Village Center 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.

STEP 1:

Families shop and dine at stores and restaurants within Crossroads, Westpark Plaza, and Woodbridge Village Center.

STEP 2:

Receipts are submitted online.

STEP 3:

Schools earn:

- Five (5) points for every dollar spent
- Publicity Points
- Bonus Points
- Kick-Off Meeting Points

STEP 4:

Monthly rankings are posted.

STEP 5:

Schools earn cash awards at the end of the program.

EARN & LEARN

Program Rules

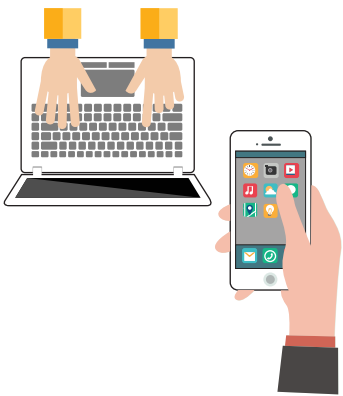
- Earn & Learn School Rewards Program begins September 1, 2026 and ends April 1, 2027. *(Receipts dated August 1, 2026 through April 1, 2027 will be accepted.)*
- To remain eligible for a final award, schools must earn at least 40,000 points by December 31, 2026. Eligible schools continue earning points through April 1, 2027 to improve their final ranking and award amount.
- Earn & Learn is designed to reward everyday shopping at Crossroads, Westpark Plaza, and Woodbridge Village Center 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

A digital kick-off flyer will be emailed prior to the kick-off meeting being held August 20, 2026. Following the kick-off meeting, monthly digital flyers will be emailed to coordinators for the remainder of the program. Monthly digital flyers highlight double point shopping and dining opportunities, new store openings, center news, and more!

NOTE: After sharing the monthly emailed flyers to your students, families, and supporters, e-mail the Earn & Learn Program Director at **EarnLearnProgram@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 NCC Earn & Learn Program, 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

Publicity Points

Bonus Points are additional points your school can earn by hosting a fundraiser night at any of Crossroads, Westpark Plaza, or Woodbridge Village Center 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.

Anytime your school promotes the Earn & Learn School Rewards Program throughout 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



Publicity Points Helpful Hints

- Mention the program in PTA / PTO / Principal / Student Newsletters
- Incorporate information into weekly emails to students' 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 **EarnLearnProgram@gmail.com**.

How to Submit Publicity Points: Email screenshots, photos, PDFs, newsletter copies, or links to **EarnLearnProgram@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 Crossroads, Westpark Plaza, and Woodbridge Village Center for large ticket item purchases. 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 either "Crossroads," "Westpark Plaza," or "Woodbridge Village Center."

Crossroads, Westpark Plaza, and Woodbridge Village Center wish all of you the best of luck in this program.

Final Awards:

1st Place:	\$3,500	4th Place:	\$2,000
2nd Place:	\$3,000	5th Place:	\$1,500
3rd Place:	\$2,500	6th – 10th Place:	\$1,000 ea.

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

EarnLearnProgram@gmail.com
www.marketingguru.com



Successful Schools Make the Most of Earn & Learn!

- Mention the program in weekly newsletters.
- Share the monthly flyer with families.
- Post reminders on social media.
- Create a receipt collection box in the school office.
- Encourage PTA/PTO and teachers to help spread the word.
- Ask families to save receipts throughout the month.
- Host a restaurant fundraiser.
- Submit publicity points every month.
- Check your school's ranking regularly.



Frequently Asked Questions

Q: What is the Earn & Learn School Rewards Program?

A: Earn & Learn is a free school fundraising program that rewards participating schools for everyday shopping and dining at participating merchants. Schools earn points from submitted receipts and other bonus opportunities throughout the year, which are converted into cash awards at the end of the program.

Q: Who can submit receipts for our school?

A: Anyone can support your school! Parents, grandparents, teachers, staff, neighbors, friends, and community members can all shop, save their receipts, and select your school when submitting them online.

Q: Which stores participate in the program?

A: Receipts from participating merchants throughout the shopping center qualify for points. A complete list of participating businesses can be found on the program website and in the monthly digital flyers.

Q: How do families/supporters submit receipts?

A: Simply write "VOID" on the receipt, visit **MarketingGuru.com/Receipts**, select your shopping center, choose your school, and upload the receipt. Up to three receipts can be submitted at one time.

Q: What are Publicity Points?

A: Publicity Points reward schools for promoting the program. Schools earn 1,000 points for each approved publicity item submitted, with up to 10,000 points available each month.

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.

Frequently Asked Questions

Q: What are Bonus Points?

A: Bonus Points are extra points your school can earn by participating in special opportunities throughout the year, such as hosting a restaurant fundraiser. These opportunities help your school earn even more points beyond shopping receipts.

Q: How do fundraiser nights work?

A: Fundraiser nights are a great way to earn money and points at the same time! Schools coordinate fundraiser nights directly with participating restaurants, many of which donate a percentage of the evening's sales back to your school. In addition, Earn & Learn will award your school 10,000 Bonus Points for hosting the fundraiser (up to one fundraiser per month). Every dollar spent during your fundraiser night is still worth five (5) Earn & Learn points, so encourage your families, friends, and supporters to submit their receipts online to maximize your school's total points.

Q: How are rankings updated?

A: Each month, shopping receipts, publicity points, and bonus points are combined to calculate your school's total score. Monthly rankings are posted online so you can track your progress throughout the program.

Q: How are winners determined?

A: At the end of the program, every school that meets the minimum point requirement will receive a cash award based on final rankings at the Final Awards Ceremony. The more points your school earns, the higher your final award may be.

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: When will we receive our award?

A: Cash awards are presented during the Final Awards Ceremony held in May 2027 at the conclusion of the program. Participating schools must be present to receive their award.

Q: Who do I contact if I have questions?

A: We're here to help! Contact Program Directors Kim Kelley or Sara Espinosa at EarnLearnProgram@gmail.com or call 800-762-1641.