

SUCCESS STORIES

Southglenn Mall • Centennial, Colorado

Cash for Class Program

Southglenn Mall is located in an area rich with retail competition. Recognizing that five competing shopping centers are located within a 15-mile radius of the mall, Urban sought to find a program that would both benefit the local community and give Southglenn a competitive edge.

The objectives were to implement a program that would:

- Increase sales for participating retailers;
- Ensure repeat visits to the Center;
- Create trackable and quantifiable data;
- Reinforce Southglenn's community-friendly image; and
- Establish a long term, market-exclusive relationship with the Center.

Overview

Southglenn Mall kicked off Cash for Class in August 1999. The program awards points for every dollar that students, family, and friends of participating elementary schools spend at the shopping center. The program offers additional bonus points for attending special events, shopping specific stores or categories, and promoting it within the community. Sixteen local schools compete from August to May and are awarded prizes that range from \$250 to \$2,000.

Results

Cash for Class has become one of Southglenn Mall's signature marketing programs.

- More than \$3.4 million in sales were attributed to Cash for Class during the first three years of the program;
- At least ten individual retail stores have surpassed \$10,000 in receipts during each Cash for Class season;

- Cash for Class receipts accounted for 22% of a national retailer's sales event that offered incentive bonus points; and
- More than \$49,000 in mall gift certificates have been purchased by Cash for Class participants since the program kicked off in 1999.



The *RUSH* is on for
CASH FOR CLASS.

Run in to Southglenn Mall for the "Cash for Class" program that gives local schools the chance to win at least \$250 and up to \$2000!

Now through May 15, 2003,

16 participating local elementary schools will compete and earn five points for every dollar students, parents and friends spend at Southglenn Mall.

For more information, please call (303) 795-0834.

So hurry in to Southglenn Mall and shop for ...

YOUR SCHOOL!

Southglenn Mall

Dillard's, Foley's, Sears
and over 90 specialty stores and kiosks
Conveniently located at the corner of Arapahoe Road and South University Boulevard
Monday - Saturday, 10 a.m. - 9 p.m. • Sunday, 11 a.m. - 6 p.m.
(303) 795-0834 • www.southglenn.com

Cash for Class Advertising