




Hazlehurst City School  
119 Robert McDaniel Drive  
Hazlehurst, MS 39083


Mr. Cloyd Garth, Interim Superintendent

**December 7, 2017**

Dear Merchant,

The Hazlehurst City School District (HCS D) has a great opportunity for your business. We are launching our new **"BE ENGAGED"** campaign to promote parent and community engagement in support of student academic achievement. The **"BE ENGAGED"** campaign is powered by our new platform *PimsPoints* .

This technology will enable us to reward parents with points for being engaged when they participate in HCS D activities such as volunteering, responding to correspondence, attending meetings and even for attending extra-curricular events. All HCS D parents will use the app and/or the online parent portal to stay connected to HCS D communications.

We would like to partner with you in this community-based effort. You can support our **"BE ENGAGED"** campaign by placing a reward coupon(s) in our *PimsPoints*  mobile app/parent portal for **FREE**. Simply create an account at [merchantportal.pimspoints.com](http://merchantportal.pimspoints.com) and begin creating reward coupons. Your coupon will be displayed in the rewards section of the mobile app as well as the online parent portal. **Parents are able to exchange the points they EARNED for the value of the reward coupon(s) that you make available.**

As a merchant partner, you will have the option to advertise your business throughout the app with the purchase of a sponsorship package. The funds generated from your sponsorship will help HCS D provide or sustain special projects, events, or activities within our schools. Keep in mind that your sponsorship package purchase is tax deductible.

We need and want you to **"BE ENGAGED"**.

Sincerely,



Cloyd Garth  
Interim Superintendent

Enclosure: Merchant Flyer

cc. Hazlehurst Chamber of Commerce  
Copolah County Chamber of Commerce  
HCS D School Board

Becoming a Merchant Partner is **EASY**.



- 1<sup>st</sup>. Go to [merchantportal.pimspoints.com](http://merchantportal.pimspoints.com) and click **SIGN UP**.
- 2<sup>nd</sup>. Complete the form and **SUBMIT**. Allow 24hrs. for request review.
- 3<sup>rd</sup>. Check your email and **RETRIEVE** your username & temporary password.
- 4<sup>th</sup>. Return to [merchantportal.pimspoints.com](http://merchantportal.pimspoints.com) and **LOGIN**.
- 5<sup>th</sup>. **SELECT** and **PURCHASE** the sponsorship package that fits you.
- 6<sup>th</sup>. **UPLOAD** your business logo and **CREATE** coupons and advertisement

Or E-mail PimsPoints support team at [support@pimspoints.com](mailto:support@pimspoints.com).

Package Description	Tier 1 Sponsor	Tier 2 Sponsor	Tier 3 Premier Sponsor
Ability to Create and Insert Reward Coupon(s)	1 reward Coupon(s)	2 Reward Coupon(s)	4 Reward Coupon(s)
Reach 1,500+ parents and teachers	✓	✓	✓
Access to Data and Analytics (coupon performance)		✓	✓
Ability to Create and Distribute Advertisement		✓	✓
Pop up ad in (1) section of HCSD PimsPoints app and parent portal		✓	✓
Advertisement displayed in (3) sections of app of HCSD PimsPoints app and parent portal			✓
Company Logo displayed on the landing page of online participant portal			✓
<b>Cost</b>	<b>FREE</b>	<b>\$29.00 per school site</b>	<b>\$49.00 per school site</b>

# PimsPoints

## Benefits

- Market to 1,500+ k-12 parents.
- In-app and online advertisements and promotions.
- Complimentary logo-branded coupon.
- Opportunity to increase traffic to your e-commerce or brick and mortar.
- Opportunity to support your local schools.
- System accommodates users of Android, iOS, and web.
- Knowing you're an active participant in supporting parent engagement awareness and student achievement.

*\*The funds generated from your sponsorship will help HCS D provide or sustain special projects, events, or activities within our schools.*

PimsPoints rewards parents' points for completing polls, verifying receipt of a document and signing into activities, meetings, workshops/classes and events. They can exchange the points for coupons and rewards provided by the business community.



Signing Up.....	10 pts.
Completing Polls/Evaluations.....	5 pts.
Verifying Receipt of Documents.....	5 pts.
Attending an Extracurricular Activity.....	10 pts.
Conferences/Meetings.....	15 pts.
Attending Workshops/Training/ Classes.....	25 pts.
Participating as a Volunteer.....	25 pts.
Student Attendance.....	1 pt.
<i>(per day, per student, per household)</i>	

# PimsPoints *Key Benefits*



LOG IN · RESET PASSWORD · TRANSLATE

## Tier 3 Premier Sponsorship

### WHAT WE DO

We believe every child's education is important. We also understand that the most influential factor in a successful education is parent engagement. PimsPoints gives parents a clear path to get involved through incentive-based communication and engagement. Our purpose is to help organizations implement technology that support powerful, engaging and successful parent engagement programs.

ARE YOU READY TO TAKE THE NEXT STEP?

[Sign Up Here!](#)

Body Decor Boutique  
MY CLIENTS  
**ROCK!  
SALE**  
THIS SALE IS EVERYDAY!  
www.bodydecorboutique.com

Pop up ad in (3) sections of app and parent portal



Company LOGO displayed on the landing page of online participant portal

## Tier 2 & 3 Sponsorship

Access to Data and Analytics (coupon performance)



### Dashboard

Number of Advertisements Shown:	238
Number of Coupons Created this Month:	0
Number of Coupons Created this Year:	0
Number of Coupons Redeemed this Month:	0
Number of Coupons Redeemed this Year:	4
Number of Coupons Used this Month:	0
Number of Coupons Used this Year:	0
Number of Organizations using PIMS POINTS:	60

## Tier 1 Sponsorship



Reach 1,500+ parents and teachers  
**FREE (No Data)**