

# MY SANTA REPORTS

a NEW, Exclusive Marketing Program

for Pro Level Santas

HOW IT WORKS for Santa...

- My Santa Reports is a program for successful Santas wanting a better way to connect with more, new, replacement of “fall-away” & “higher end” clients, with minimal marketing efforts and expense, and without the control and profit gouging or control of an agency.
- My Santa Reports is used by ESTABLISHED SANTAS as an effective, low cost “THANK YOU” program for your current client base... AND as a way to gracefully get REPEAT BUSINESS & more REFERRALS from your current clients.
- My Santa Reports is less expensive and less time consuming than programs like GigSalad, GigMasters, Thumbtack, etc.
- My Santa Reports is used by NEW SANTAS to build an extensive, solid and loyal client base almost immediately (within 1-2 years).
- Santas may contact American Events/Santa Visits USA to have your CLIENTS PURCHASE CODES & INVITES for THEIR EVENTS under YOUR account. We’ll set up a special code for just that Car Dealer, Strip Mall, or Public event (clients still go into YOUR database in a sub folder, but create a marketing database for your client!)
- Participation in My Santa Reports (MSR) is OPTIONAL!
- **Santa purchases basic MSR package which includes:**
  - ❖ **One time system registration fee of \$30**
  - ❖ **(\$7.50 if your background check is on file with American Events 2014/2015)**
  - ❖ **Your professionally designed, hosted and managed; MSR website (Not customizable)**
  - ❖ **National background Check, (to protect all 8 million families participating in this program.)**
  - ❖ **Administrative review of profile, references and background check**
  - ❖ **An exclusive Promo Code “SMCO-0208” assigned only to this Santa for number of code “uses” determined by Santa’s purchase(s). Your SAME code will be used by all of your MSR client families and their referrals.**
  - ❖ **Priority USPS shipping of your selected number of MSR INVITES, (200 or 400)**
  - ❖ **Initial “deposit” of (200 or 500) of promo CODES into your “Code Bank” for use your participating families and referrals.**



- ❖ **Option to purchase additional MSR INVITEs and Promo Code Uses.**
- ❖ **Exclusive Santa Visit Bookings, when your participants select the “Arrange a Visit from Santa” button.**
- ❖ **Ability to contract directly, at your pricing, with that client, this year and in future years.**
- ❖ **Exclusive Database of your participating families and their referrals.**
- ❖ **Membership in our PRIVATE FACEBOOK group for MSR Santas.**

- Santa hands or mails out his MSR INVITES to clients & potential clients.
- Codes may be used in email campaigns to clients, without the use of an MSR INVITE.
- (2016) MSR Website opens to families on Nov. 1<sup>st</sup>. Closes Dec. 31<sup>st</sup>. As the MSR program expands into 2017, website dates are subject to change.
- Families register to participate. Each family uses ONE code from your “Code Bank.”
- Each adult email can enroll up to 8 children per family.
- Families can refer friends, neighbors or family. Each referral family uses ONE Code from your “Code Bank.”
- AEP has no control over where the “referral” family resides. It could be within or outside of your zip code service areas. Most should be within your area.
- EACH CODE “USAGE” is \$1.00, (2016) whether used by a participant or a referral. Whether Santa is using a MSR INVITE, personal website, Facebook, phone or an email contact.
- Santas may set their “Code Bank” to allow for future usage of codes up to desired limit.
- Santas can go into their account and see CODE USAGE and families signed up to participate in the My Santa Reports program under this Santa’s account.
- Santa will receive notification when Santa’s “Code Bank” is low on codes.
- It is solely up to the Santa to replenish (or not replenish) his “Code Bank” for continued use with additional families or referrals wanting to participate as part of your database.
- Santas can purchase additional MSR INVITEs (each with 1 code usage) at \$1 each, in increments of 50 INVITEs/codes at a time. INVITEs will be shipped priority. **Order early to allow for holiday mailing via USPS.** Priority shipping/handling cost will apply.
- Santas can also purchase additional code usages (**just code uses- no INVITEs- no shipping**) in increments of 25 for any email campaigns or to supplement any of his own marketing efforts.
- Codes (# of additional USES of Santa’s unique code), purchased after your initial order, will be added to Santa’s “Code Bank” within 48 business hours.
- If a Santa has depleted or not replenished his “Code Bank”, the enrolling MSR participant will be invisibly transferred over and given a code from AEP and become part of AEP’s client database. If one of these clients wishes to arrange a Santa Visit, AEP will book a Santa of their choice to service the appearance.
- Your MSR website contains links on every page for your families to “Arrange A Visit From Santa,” available to be used by family during each visit when reporting to Santa.

- Each time a family logs out of MSR, they are sent automated emails (“from YOU/Santa”): to parents and to the child/ren with fun information and numerous links that will also include an option to “Book a Santa Visit.”
- The average participating family will receive an estimated 16-28 exposures to “Book A Santa Visit” to refer to you.
- When one of your family elects to “Arrange A Visit From Santa,” Santa is emailed client’s basic event information, along with phone and email of requesting adult.
- ALL booking leads are EXCLUSIVE! No other Santa is competing with you for this booking!
- AEP will be doing **additional NATIONAL marketing & promotion of MSR program**. If a Santa Visit Request comes in, randomly, from your service area, AEP has the option to transfer the booking request to your database account, only IF you have codes available. In 2016, this **qualified booking “lead” will use one code**.
- Santa contacts his Santa Visit Booking clients DIRECTLY to make whatever arrangements necessary to secure and provide the entertainment: adjustment of requested date, time adjustment to fit your schedule, your price, your contract form & terms, your performance package, your payment terms, and your manner of payment/collections, etc.
- AEP is NOT a party, in any manner, to referred agreements for Santa Visit Bookings sent to MSR Santas using the program. This includes negotiations, contract, performance cancellations, payments, rescheduling, collections, etc.
- **You / your Santa company, are solely responsible to arrange all business aspects with this client in your quotes, contract, terms, pricing, cancellation policy, payment arrangements, etc. AEP is NOT party to your contract. AEP is not responsible to you or your client for any aspect of performance, liability, omission or terms outlined in your contract or collections of non-payment by the client. User agrees to run your business ethically and professionally. Santa, as an independent contractor using this system, not under contract with, or in the employment of AEP, is personally responsible for all taxes and tax reporting required by local and federal laws.**
- Due to the timing of handing out your INVITES year #1, much of your season may already be filled if you are an established professional Santa. The value of your database in creating more and perhaps more profitable bookings for future years should not be overlooked or discounted. This program makes a **GREAT “Thank you” program for current clients!**
- AEP cannot guarantee the number of visit requests than each Santa will receive. Variables to success of your individual MSR program include, but are not limited to:
  - a.) your “presentation/show” as you hand INVITES to your client/potential clients,
  - b.) the number of families participating,
  - c.) your other promotional means of marketing your INVITES/codes,
  - d.) when and where you hand out your INVITES,
  - e.) the general marketplace’s desire for a Santa,
  - f.) pricing of your Santa visit services,

- g.) how quickly you reply to your booking leads,
- h.) your availability or ability to adjust your of visit dates/times,
- i.) your pricing structure, etc.

- Client is property of Santa... AEP agency does not own this client.
- Client is property of Santa... to do booking or refer back to AEP agency to find another Santa in the MSR program who may be able to fulfill booking, if outside of Santa's service area. Sharing of "out-of-area" leads is beneficial to ALL participating Santas.
- If you are busy, client can opt to **refer client for a Video Chat** this year and do a Santa Visit for them next year.
- Client is property of Santa... AEP does not require a commission or referral fee.
- Client is property of Santa to market to over the next year for future business.
- In January/February, Santa will receive his exclusive database of clients and referrals who participated in his MSR program.
- Database will not be released if agreed "Code Bank" overage usage has not been paid.
- **Code usages not used will expire Dec. 31<sup>st</sup>.**
- Santas will receive a CODE CREDIT for next year's participation of unused codes. Code/INVITE pricing is subject to change.
- Families in the MSR program will be sent a "Merry Christmas" and another, final email of "Thank you" from YOU/Santa, for participating.
- **Santa's participating in inaugural year of MSR, will be "grandfathered" in, for a period of two years, at the introductory pricing of \$1.00 (one dollar) per INVITE/code usage. Other terms and conditions may change.**
- Santa has the **option** to give (or NOT give) his/ "Santa's" previous year's participants a INVITE/code usage in future years. Santa must purchase a INVITE (1 code usage,) at the next year's rate, to allow that family to participate again next year, at no cost to the family.
- Separate terms may govern any PSCS /SAG Santa, participating in the State of Colorado.
- At the sole discretion of AEP, a Santa may be immediately removed or his account frozen, from the MSR program to protect the integrity of the program. Reasons may include but not limited to; improper public/social media behavior, counterfeiting MSR INVITEs, printing/using INVITEs without prior AEP approval, improper use of MSR program, non-compliance to agreed terms, etc.
- AEP has 24/7 web support experts managing your website. We cannot guarantee there will be absolutely no internet or server glitches, but we will guarantee our web team will be working on any issues immediately.
- Let's all have a ton of holiday FUN, Santas and families making this new agency model work for the benefit of parents having well behaved children and Santas being very busy with new and wonderful clients and bookings coming in!!

Susen Mesco

[SantaVisitsUSA.com/register](http://SantaVisitsUSA.com/register)

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