



Kellogg's[®]

K-12 Program Guide Promotions and Rewards 2011 – 2012



The Goodness Kids Grow On[™]



Promotion Period: 8.1.2011 - 7.31.2012

GOODNESS IS REWARDING

Kellogg realizes that no two school districts are alike. Everyone's needs list is different. That's why we designed our rewards program to be flexible and customizable. It's a year long program that enables you to redeem your points when you need them--or save them up for bigger rewards. **It's up to you!**

- Earn points with every eligible purchase
- Get monthly bonus points using your menu submissions
- Be sure to keep track of your points
- Submit your distributor invoices or velocity reports as proof of purchase

SET-IT-UP

- Complete and submit the enrollment form enclosed, or online at http://www.reply4info.com/Kelloggs/schoolpromo11_12.
- Purchase qualifying *Kellogg's*® products and earn points for Rewards (see complete product list and points values on back). You will receive monthly email reminders to submit your proof of purchase and inform you of your current points balance.
- Receive a 10-point menu bonus each month by submitting your district menu with *Kellogg's*® items specially listed (Limit one district menu per month).
- Complete the Reward Redemption Form included to claim your rewards provide your distributor invoice as proof of purchase.

Rules & Restrictions

- Not redeemable in conjunction with other *Kellogg's*® **Food Away From Home** offers on the same products
- Offers good while supplies last
- Promotion period if **8/1/2011 – 7/31/2012**
- Points may be accumulated during this time to redeem the reward(s) desired and may be redeemed at any time during the period
- All redemptions forms must be postmarked no later than **8/31/2012**



Enroll Today! Earn points. Customize Your Rewards.

REWARD CARDS

Reward staff efforts and fund school needs with Rewards Cards in the form of pre-paid debit cards

- \$5— 25 Points Needed
- \$50— 200 Points Needed
- \$100— 350 Points Needed
- \$350— 1,000 Points Needed



NUTRITION

TOOLS

Colorful ways to create nutrition awareness

Meal Bags
(500)— 75 Points Needed

Nutrition Poster Series
(5 sets of 5)— 125 Points Needed



FREE FOOD

Brands kids love give foodservice budgets a boost

FREE Case Kit
(**\$250 value**)— 500 Points Needed

Receive one case of each of the following products:
Kellogg's® Cocoa Krispies® Chewy Cereal Bar, Kellogg's® Rice Krispies® Chewy Cereal Bar, Kashi® Heart to Heart® Toasted Oat Cereal Bowl Pack, Cheez-It® Baked Snack Crackers, Scrabble Jr.™, Keebler® Gripz® Cinnamon Graham Bites, Pop-Tarts® toaster pastries made with Whole Grains Frosted Strawberry, Pop-Tarts® toaster pastries made with Whole Grains Frosted Cinnamon



KELLOGG'S™ K-12 2011-2012 PROGRAM

Official Terms & Conditions

AUTHORIZED SCHOOL DISTRICT FOODSERVICE OPERATORS OF K-12 SCHOOL CAFETERIAS: Beginning on 8/1/11 through 7/31/12 ("Promotion Period"), complete either the Official Enrollment Form and mail it into the address indicated on the form or go to http://www.reply4info.com/Kelloggs/schoolpromo11_12 and complete the Online Enrollment Form to enroll in the promotion and earn points to redeem for tools.

1. Purchase cases of participating **Kellogg's® Food Away From Home** products ("Participating Products") during the Promotion Period to earn points ("Point Values") that can be redeemed for premiums ("Reward Levels"). Each case of Participating Product purchased by an eligible participant equals one-half (½) Point Value; one (1) Point Value; two (2) Points Value; or three (3) Points Value – as noted in section 2 below.

2. Participating Products and their respective point values are as follows: a. Bowl Pack Cereals products: all varieties of **Kellogg's® Bowl Pack** Cereals products (All SKUs) / ½ point each case; b. **Cereal-in-a-Cup** products: all varieties of **Kellogg's® Cereal-in-a-Cup** products (All SKUs) / 1 point each case; c. Cereal Packs products: select foodservice cases of **Kellogg's® On-The-Go** Cereal Packs products (38000-35223, -45038) / 1 point each case; d. **Kellogg's® Pop-Tarts®** products: all foodservice cases of **Kellogg's® Pop-Tarts®** products (All SKUs) / 1 point each case; e. **Kellogg's® Nutri-Grain®** bars products: all foodservice display pack cases of **Kellogg's® Nutri-Grain®** bars products (All SKUs) / 1 point each case; f. **Kellogg's® Rice Krispies Treats® squares** products: all foodservice cases of **Kellogg's® Rice Krispies Treats® squares** products (All SKUs) / 1 point each case; g. **Kashi® All-Natural** products: all **Kashi®** cereal, oatmeal and snack products (All SKUs) / 1 point each case; h. **Cheez-It® crackers** products: all foodservice cases of **Cheez-It® crackers** products (All SKUs) / 1 point each case; i. Grahams crackers products: all foodservice cases of **Kellogg's® or Keebler® Grahams crackers** products (All SKUs – excludes **Gripz® Mighty Tiny Graham Bits – Cinnamon and Chocolate Chip**) / 1 point each case; j. **Gripz® Mighty Tiny Graham Bits** (All SKUs) / 2 points each case; k. **Rice Krispies® Chewy Cereal Bar** (All SKUs) / 2 points each case; l. **Eggo®** products: all cases of **Kellogg's® Eggo®** products (All SKUs) / 3 points each case; m. **Veggie products:** all foodservice cases of **Kellogg's® Morningstar Farms® or Gardenburger®** products (All SKUs) / 3 points each case; n. Breakfast Kits: including **Kellogg's® Morning Jumpstarts™** and **Kellogg's® Morning Jumpstarts™ Express** (All SKUs) / ½ point each case.

3. Reward Levels are as follows:

Level	Award	Point Values
1	Rewards Gift Card (\$5 Value)	25
1	Meal Bags (includes 500 bags - \$25 Value)	75
2	Nutrition Kit Poster Series (5 sets of 5 posters - \$40 Value)	125
2	Rewards Gift Card (\$50 value)	200
3	Rewards Gift Cards (\$100 value)	350
3	Case Kit (\$250 Value)	500
4	Rewards Gift Cards (\$350 value)	1,000

4. Earn a 10-Point Menu Bonus each month by submitting a copy of the district's menu (limit one menu per month, per district) featuring **Kellogg's® Food Away From Home** products from the Participating Products (as indicated above). Menus must show **Kellogg's®** brand on the menu to qualify.

5. Please see the Enrollment Form for the available participation-building tools. Award tools are available while supplies last.

6. Complete the 2011-2012 Redemption Form located in the pocket of the promotion overview piece within the 2011 – 2012 K-12 Program Guide, as indicated, and send it in using an envelope with sufficient postage affixed along with the relevant distributor invoices or velocity reports to: **Kellogg's™ K-12 2011-2012 Program**, P.O. Box 1007, Brownsdale, MN 55918-1007 to be postmarked by 8/31/12. Alternatively, you may complete the Redemption Form online by going to http://www.reply4info.com/Kelloggs/schoolpromo11_12, click on "redemption links" and then follow the instructions to upload the required documents. Redemption of online submissions must be completed by 11:59:59 PM (ET) on 8/31/12. Limit: Maximum point redemption per year = 25,000 points per district for the Promotion Period. For Menu Frequency Bonus: Submit a copy of your district's menu featuring **Kellogg's® Food Away From Home** products from the Participating Products (as indicated above) and receive an additional 10-points each month a menu is submitted (limit one menu per month per district may be submitted).

7. Receive point awards for cases purchased in the amounts denoted on the Redemption form. Points may be redeemed at any time throughout the Promotion Period. Point values do not rollover to any subsequent promotions. Maximum point redemption is 25,000 points per district for the Promotion Period. Award is subject to the award acceptance policy of each school district. No substitutions or transfer of award permitted. Subject to all federal, state and local laws/regulations. Neither Sponsor, its subsidiaries, affiliates, advertising, promotion agency nor their officers, directors, employees or assigns will have any liability whatsoever for any injuries, losses or damages of any kind caused by any award or resulting from acceptance, possession, use and/or misuse of any award or participation in the promotion. Awards will be delivered to participants from fulfillment provider upon receipt of Qualifying Purchase information. Please allow 4 – 6 weeks from Qualifying Purchase confirmation for receipt of award.

Offer good only on Participating Products as stated herein. Availability of some product(s) may vary by location. Offer open only to Authorized School District Operators of K – 12 School Cafeteria purchasing from foodservice distributors and located in the fifty (50) United States and the District of Columbia whose account is in good standing with the Sponsor during the Promotion Period and at the time of receiving any award. National Account Headquarters are not eligible to redeem on behalf of their respective accounts. Kellogg North America Company ("Sponsor") not responsible for lost, late, misdirected, illegible, incomplete, delayed, damaged, postage due or mutilated mail. Sponsor is not responsible for lost, late, mutilated or illegible submissions nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Promotion, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Promotion. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Promotion is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016.



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Enter in the *Kellogg's*TM
On Your Way to SNA Sweepstakes
and
YOU COULD

**WIN A \$500
Gift Card**

in the form of a pre-paid debit card

**Be 1 of 10 Grand Prize
Winners**



On Your Way To **SNA!**
SWEEPSTAKES*

*See the Reverse Side of this flap for
Details and Abbreviated Rules.



How to Earn Entries for the On Your Way to SNA Sweepstakes.

The SNA Annual National Conference (SNA ANC) will be here sooner than you think. Enter in the *Kellogg's*™ On Your Way to SNA Sweepstakes and you could win a \$500 Pre-Paid Debit Card to help fund your trip to the conference in Denver.

- Enroll in *Kellogg's*™ Rewards Program and you're automatically entered
- Meet the requirements of *Kellogg's*™ Rewards Program and submit distributor invoices as proof of purchase of select *Kellogg's*® products
- Each district will receive one (1) entry into the On Your Way to SNA Sweepstakes for enrolling
- One additional entry will be earned automatically for each case of all *Morningstar Farms*® and *Gardenburger*® products, *Berry Krispies*™ Chewy Cereal Bars, *Keebler*® *Gripz*® Chocolate Chip Graham Bites, *Kashi*® *Heart to Heart*® Toasted Oats bowl pack items ordered

***Kellogg's*™ On Your Way to SNA Sweepstakes**

Abbreviated Rules. No Purchase Necessary. Sweepstakes ends 5/31/12. For complete Official Rules, http://www.reply4info.com/Kelloggs/schoolpromo11_12. Open to authorized School District Foodservice Directors and/or Foodservice Operators of K-12 School Cafeterias purchasing from *Kellogg's*® foodservice distributors and located in the fifty (50) United States and the District of Columbia whose account is in good standing with the Sponsor during the Promotion Period and at the time of receiving any prize. Subject to complete Official Rules. Void where prohibited. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016.

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