

Welcome to *Treasure Trek* 2011 - June 17 & 18

Your community is invited to join us in Treasure Trek 2011. A one year franchise will provide you with a community page on our website outlining what your community has to offer and allow community members to purchase individual ads.

Participants have five date/time choices this year. Vendors, in participating communities, may choose to participate: Friday Only - 8 am - 6 pm - Friday Only - Noon - 6 pm - Friday 8 am - 6 pm & Saturday 8 am - 5 pm - Friday Noon - 6 pm & Saturday 8 am - 5 pm or Saturday Only - 8 am - 5 pm. Event listings will be placed on your community page at www.treasuretrekne.com with a corresponding link to a map of your community.

Classified ads will be available for every franchised town. Participants may advertise yard sales, garage sales, fun events, store specials, and more on this page. Ads will be \$7.50 (\$10.00 if placed after May 15) for 250 spaces and an extended listing page will be available for an additional \$5. Credit Card payment can be made on our website through the PayPal secure site or participants may mail their payment. Participants can also mail their ad along with payment and we will post it for them.

For more information please go to our website, www.treasuretrekne.com or call Dixie at (308)762-1520 or 1-800-738-0648. We hope you will take us up on our invitation to join us in Treasure Trek 2011.

Sincerely,
Treasure Trek Committee
PO Box 571
Alliance, Nebraska 69301

Treasure Trek 2011 Community Committee Responsibilities

The person or committee in each participating community will be responsible for:

1. Organizing the sales and events in the community.
2. Spreading the word around the community about how individuals or groups can participate.
3. Local advertising of the event which may include interviews with local media and issuing press releases.
4. Assisting individuals, who may not have access to a computer or computer skills, with posting of their events or sales.
5. Distribute Treasure Trek material to local participants.
6. Provide graphics for banner or thumbnail ads sold for the website. An image 300 pixels wide x 100 pixels high for the banners or 100 pixels high x 125 pixels wide for thumbnail ads in a jpeg format is preferred. A clean copy of a business card can usually be modified by the webmaster if you don't have software to design the graphics.
7. Please forward questions to webmaster@nebrsites.com

Please Scroll down for Community Application form

Community Application Form

Community Name _____.

Person Responsible _____ Phone _____.

Email Address _____.

____. I have enclosed my Check or Money Order in the amount of \$50.00.

____. I prefer to pay by Credit/Debit Card, please email me a PayPal invoice.

If you selected pay by Credit/Debit Card, please check your email for an invoice from service@paypal.com. We will send you an invoice within two business days of receipt of this form.

Please mail this form to: Treasure Trek Committee, c/o Alliance Chamber of Commerce, PO Box 571, Alliance, Nebraska 69301

Please scroll down for the Treasure Trek 2011 Community Committee Guide

Treasure Trek 2011 Community Committee Guide

There is a \$50.00 fee that must be paid to Treasure Trek to get the community listed on the Treasure Trek website (www.treasuretrekne.com). In addition there is a 7.50 fee for each individual listing prior to May 15th (after May 15th the listing fee increases to \$10.00). An additional listing page is also available for an additional \$5.00. The additional page allows listing of individual items by participants if they wish to use it. These funds are used to provide advertising for the event in general and maintain the website.

Each participating community will be provided with a community page where information about the community will be posted along with the sales and events in that community. Communities are encouraged to sell banner or thumbnail ads for their own page. Communities may set the price for the banner or thumbnail ads they sell on their page and use the funds received (less a posting or set up fee) for local expenses. Suggested price for the banner and thumbnail ads is \$50.00 for the banner ads (6 available per community page) and \$25.00 for thumbnail ads (24 available per community page). The Treasure Trek committee will charge a \$15.00 set up fee for new ads or a \$5.00 posting fee if a graphics from previous years can be used. These ads will link to the sponsor's website and will display randomly on the community page and continuously on the sponsor page of the main site. If a sponsor does not have a website, a generic page will be available at no extra charge where the sponsor can list additional items if they wish. Banner or Thumbnail ads on the main pages (Pages other than community pages) are available from the Alliance Committee at a rate of \$100 for a banner ad and \$50 for a thumbnail ad plus a \$15.00 fee or \$5.00 posting fee.

Once a community has joined Treasure Trek 2011, individuals from the community can place sale or event listing by filling out an online form and paying by check or credit/debit card processed on PayPal's secure site. Listings will be edited for content and posted, usually within one business day of verification of payment. Individuals listing on the site will be provided a link where they can print as many 8" X 11" signs to post around the community as they wish.

Participation of communities holding city-wide sales is encouraged. To be fair to those that have purchased listings, each sale must be listed separately. Individual listings tend to draw more out of town participants and helps ensure the continuation of the annual Treasure Trek.

Treasure Trek is more than yard sales. Communities are urged to hold fun days or fund raising events. Rodeos, roping events, concerts, street dances, turkey shoots, auctions, or most anything that is legal and will bring outsiders into a community is eligible. Business owners may wish to have white elephant specials or organize sidewalk sales.