



Thank You for supporting 2009 Starlight Video Month!

Dear Starlight Supporter,

Thank you for your commitment in supporting 2009 Starlight Video Month, this October.

The monies raised will go towards funding the Entertainment and Music in our 8 Starlight Express Rooms around Australia— an innovative program that brings Captain Starlight to the bedsides of children Children's hospitals throughout Australia.

We have enclosed the following information and point of sale material to help you make the most of this great initiative. This in-store promotional material provides you with the opportunity to communicate your participation in 2009 Starlight Video Month with your customers. By prominently displaying the point of sale materials, your customers will easily be able to identify that you are supporting this promotion and helping the Starlight Children's Foundation to raise much needed funds.

In this POS pack, distributed by Sony, you have the following items:

- An **A1 poster** to display in your light boxes
- An **A4 counter card** to display at your counter
- 40 **DVD slicks** for on-shelf display. We recommend that these be used in two different ways:
 1. Inserted into DVD cases, displayed in a vertical line on your New Release shelving adjacent to a Starlight Video Month title in the New Release section
 2. Inserted into DVD cases, displayed in a block of 9, three across x three down on shelf, adjacent to a Starlight Video Month title in the New Release section
- A **window decal sticker** for display on your front door or window

Downloadable from www.avrra.com.au

- A **Media Release** which you can tailor to include your store name and send to your local media, for example your local newspaper. This is great way to communicate your relationship and support of Starlight Video Month participation to the local community.
- Updated information on Video Month, and a copy of this letter.

Available for viewing from 28th September at www.starlight.org.au

- Starlight Video Month Television Commercial as will be aired on Chanel 9, featuring Hi5
- Radio Ads featuring Hi5 and Hamish & Andy that will be aired throughout October
- Logo's and Links to each of the store finders on your retailer websites – ie links through to Civic, Video Ezy, Blockbuster, Leading Edge and Network Video Websites

Distribution

As part of your commitment to support 2009 Starlight Video Month, you will receive a selection of 12 DVDs from participating distributors marked with the 2009 Starlight Video Month sticker. Please note that these titles will be released at various times throughout the month of October – **the date that you will receive your Video Month titles will depend on the release date of the title concerned.**

Please note: Retail Head Offices will be advised of Video Month titles in late September.

Questions?

If you have any questions, please contact Mel Marshan from Starlight on **1300 727 827**.

On behalf of Starlight, we would like to thank you for your generous support and hope that 2009 Starlight Video Month will be a huge success!

Mel Marshan
National Promotions Fundraising Manager