

Center for Bright Kids

Label Rental Application

Return this form to:

Center for Bright Kids, Western Academic Talent Search
9975 Wadsworth Parkway, K2 #504, Westminster, CO 80021
(303) 428-2634 or FAX to (303) 428-2638



Please complete the following in full; incomplete information may cause delays in processing.

1. CONTACT INFORMATION

Name	Title
Institution	Telephone number
Street address	Fax number
City, State, Zip code	Email address
Have you previously ordered labels with WATS?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Date order submitted: _____ Requested delivery date (allow at least 2 weeks): _____

2. LABEL SPECIFICATIONS

Use data from:

- Current year only Previous year only Previous 2 years Other _____
(Not available until Jan 2012) (2010-2011)

Current grade level(s): 3rd 4th 5th 6th 7th 8th 9th All
HS Graduation Year: 2020 2019 2018 2017 2016 2015 2014

Geographic area by state: Colorado Idaho Montana
 Nevada New Mexico Utah
 Wyoming All States Available

Zip Code Range(s): _____

Other specifications: _____

If you wish to specify number of labels, please indicate: Minimum: _____ Maximum: _____

Score Criteria: No Score criteria Yes Score Criteria (Please explain below)

3. FORMAT

Format: Send Peel-and-stick labels (\$30 additional charge for 1000 or more labels)
 Send pdf file to contact person
 E-mail data file

Data Format: Tab-delimited Comma-delimited Excel Other:

Sort order: Zip code order Alphabetical by last name Other:

4. **PROJECT DESCRIPTION**

Name of project for which labels will be used

Sponsoring organization

Date(s) of the program

5. **LABEL COST**

The fee for label rental depends on the kind of activity planned and the kind of organization sponsoring the activity. Labels are rented only to non-profit organizations sponsoring activities of interest to academically talented pre-college students. *No labels are rented to universities or colleges for purposes of undergraduate recruitment.*

Please note: Private schools do not qualify for any of the following exemptions and will be charged \$1.00 per label. Private School Yes No

A. To determine your price per label, check all statements that apply:

- The sponsoring organization is a public school or public school district, a state-sponsored pre-collegiate educational institution or a government grant-funded project.
- The project to be publicized is a summer program specifically designed for academically talented students.
- The project to be publicized specifically targets under-represented and under-served populations.
- The project to be publicized is a summer program available at *no charge* to students.

B. PER LABEL COST

If the number of boxes you checked is...then your cost per label is:

0	\$.55
1	\$.40
2	\$.35
3	\$.30
4	\$.25

*The minimum charge for rental of WATS labels will be no less than \$75.00.

6. **GENERAL RULES AND INFORMATION**

- ◆ If names/addresses are rented to an organization, they may not be copied or reproduced in any way.
- ◆ Names and addresses are provided for **ONE-TIME** use only for the purpose of publicizing the project(s) described in this application. A mailing may not contain additional information on other programs or services distinct from the project(s) described in this application.
- ◆ The Western Academic Talent Search makes every effort to maintain good addresses, but cannot give credit or refunds for lapsed or changed addresses.
- ◆ The name and address of one WATS representative is included in every label rental batch to monitor the items sent with labels rented from WATS.
- ◆ Label rental applications are reviewed on a rolling basis.
- ◆ WATS students **may not** be contacted by phone unless they have first responded to a mailing from your program.
- ◆ "Current year" students will not be available until after Jan 20 of that same academic year.
- ◆ You will only be provided with the names/addresses of students who have given permission for such information to be released to organizations providing opportunities for gifted youth (approx. 60% of our database).
- ◆ Multiple counts before ordering, or very complex requests involving several combinations of criteria when only one will be used, will result in an additional \$50 set-up charge at the discretion of WATS.
- ◆ Before your application for label rental can be approved, you must provide WATS with a copy all materials you plan to send to the students, including cover letters, brochures, etc.

I certify that I have read and understand the label rental instructions, that I meet the eligibility requirements to rent WATS labels, and that I will abide by the rules.

Signature _____ Title _____ Date _____

Please attach copy of materials/sample of mailing: