Label Rental Application 2019-2020

Return this form to:
Center for Bright Kids, Western Academic Talent Search
7765 Wadsworth Blvd #746679, Arvada, CO 80003
(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

_______________________________________
Institution

_______________________________________
Street address

_______________________________________
City, State, Zip code

Have you previously ordered labels with WATS?  Yes  No

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

2. LABEL SPECIFICATIONS

Use data from:

☐ Current year only  ☐ Previous year only
(Not available until Feb 2020)  (2018-2019)

<table>
<thead>
<tr>
<th>Current grade level(s):</th>
<th>3rd</th>
<th>4th</th>
<th>5th</th>
<th>6th</th>
<th>7th</th>
<th>8th</th>
<th>9th</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS Graduation Year:</td>
<td>2029</td>
<td>2028</td>
<td>2027</td>
<td>2026</td>
<td>2025</td>
<td>2024</td>
<td>2023</td>
<td></td>
</tr>
</tbody>
</table>

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

☐ Send Peel-and-stick labels ($100 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 $1.50 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 (please provide evidence of specific recruitment goals and efforts).
- 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:

<table>
<thead>
<tr>
<th>Number of Boxes</th>
<th>Cost per Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>$1.50</td>
</tr>
<tr>
<td>1</td>
<td>$1.00</td>
</tr>
<tr>
<td>2</td>
<td>$.75</td>
</tr>
<tr>
<td>3</td>
<td>$.60</td>
</tr>
<tr>
<td>4</td>
<td>$.50</td>
</tr>
</tbody>
</table>

*The minimum charge for rental of WATS labels will be no less than $125.00.*

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 Feb 1 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 $125 set-up charge at the discretion of WATS.**
- Before your application for label rental can be approved, you must provide WATS with a copy of 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 policies listed above.

Signature___________________________________ Title____________________________ Date____________
Please attach copy of materials/sample of mailing: