

OPOLY GAMES

Getting Started With Your **Townopoly** Fundraiser



How The Fundraiser Works

Opoly Games has been producing unique Townopoly games since 1983. We've created a NO RISK fundraising program where the entire game (along with shipping) is completely funded by the sale of advertisement spaces to local businesses. This means there is zero out of pocket costs for your organization! That also means all games are sold at 100% profit! So how much could you make? Well, if you order 500 games and sell them for \$30 each, you can make \$15,000. If you order 1,000 games and sell them for \$30, you can make \$30,000.

Getting Started:

(A) ORGANIZE THE SALES EFFORT: A small, well organized group contacting businesses works most efficiently. The contact group should be small (1-4 members) and coordinated so they are approaching prospects at the same time. Appoint a single contact person to speak with us and upload advertisements. **Attempt to complete all sales within 2-3 weeks.**

(B) WHY WOULD LOCAL BUSINESSES BUY A BOARD SPACE? In addition to supporting your fundraising effort, your advertisers get outstanding ad value from the game. Unlike other advertising opportunities, this option is permanent and targeted to the local families in the area. For example, on a 500 game order, the business purchases a one time ad for \$200-\$300, which reaches 500 households at a cost of .40-.60 cents per home! This is laser targeted advertising for pennies on the dollar! They won't be able to get this type of targeted ad reach at this price anywhere else.

(C) MAKE YOUR GAME UNIQUE: In order to make a game unique and eye-catching, good artwork or a recognizable picture to your community is important. Your fundraising profits come from the selling of the games, so a great deal of attention should be given to these areas. If inspiration is needed, we are able to send you samples of previous games completed. One way that you can ensure a beautiful game is to ask a local artist/photographer to provide help in this area in exchange for advertisement or a property space.

(D) HOW MANY GAMES SHOULD YOU ORDER: Our recommendation is that you make sure you cover your total costs for the game through ad sales. Your profit comes from the sale of the games so you order as many as you think your advertisers will support. For communities with a population up to 5,000, we recommend 350-500 games. For 5,000-25,000, you should consider an order of 500-750 games. For populations of 25,000-50,000, consider an order of 1,000 games or more. For larger population communities, use 2% of the population as a guide.

(E) HOW MUCH WILL THE GAMES COST - WHAT SHOULD WE CHARGE ADVERTISERS: Suggested ad prices are based on 50 advertisers (40 spaces on the board, back of fate cards, back of yellow cards, back of deed cards, and seven money sponsors). Not all spaces need to be sold for the same amount either; some spaces bring a higher ad price. For example, higher value property spaces or custom money spaces. We will provide you with suggested ad spot pricing based on the quantity of games you are interested in ordering.

(F) OFFER YOUR ADVERTISERS A “WHOLESALE PRICE”: This is a great way to sell a large number of games. It also allows businesses to recover the cost of their ad. Businesses love to buy the games and sell them in their store if they are featured on the game itself!

(G) CREATE PUBLICITY FOR YOUR PROJECT: Contact the media (local tv or newspapers) along with social media to give you coverage. This is a great avenue for pre-sale of your games. By utilizing the time before delivery to sell your games, all you will need to do is hand out pre-ordered games.

(H) WHEN SHOULD I EXPECT MY GAMES: The average time frame for delivery is 10-12 weeks. The dates on the print schedule is the LAST DAY you can have your information in to us. The delivery date is an estimate. We will do everything in our power to get the games to you as soon as possible, but there are many variables in a custom product. To allow yourself enough time to properly proof the game, submit all your information as early as possible.

(I) PAYMENT AND SHIPPING DETAILS: We will send you an invoice for a deposit of 50% of your order to be paid on the batch due date, with the rest of the balance due prior to shipment. Shipping charges will be UPS ground or freight and these charges will be included in your final invoice. Please try to provide a commercial address as this will be cheaper than a residential address.



Customizing Your Game

Game Board: You can customize the center of your custom Townopoly board any way you would like! If you have any color preferences or title designs you like please let us know and we will do our best to create what you want. Another good option is to contact a local graphic design artist or photographer to design this piece for you in exchange for credit on the board. The dimensions for the inner board space are 12 inches x 9.75 inches.



Box Top: The box top is another piece you are able to fully customize the way you want. This can be one large photo that covers the whole top or a collage of multiple photos, its up to you! Contacting a local photographer is a great option for this as they can get you high quality photos in exchange for credit on the box top. The dimensions of the box top are 15 inches x 10 inches. Make sure these designs/photos are high quality and at least 300 DPI so they print out clearly and not distorted.

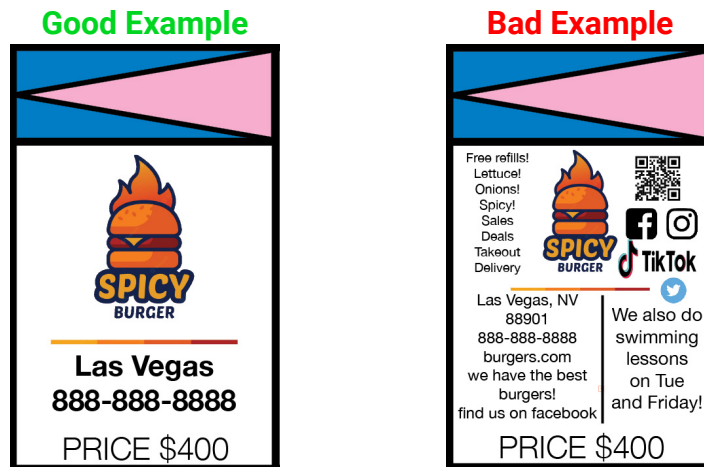
Items Included With Each Game:

- Full Color Box Top (best to limit to about 4 pieces of art)
 - Full Color Board (best to limit to about 4-6 pieces of art)
 - Play Money
 - Property Deed Cards
 - Yellow Cards (Can Rename These)
 - Fate Cards (**Can't** Rename These)
 - Houses, Hotels, Two Dies, 4 Game Movers & Instructions
 - Up To 50 Sponsor Listings (Text or Logos)
 - Fully Assembled, Boxed, & Shrink Wrapped Game
- Inserts (coupons, town history, thank you's etc.) - There is no charge for one 8.5" x 11" sheet if you supply us with all of the pages to be inserted into the game. You can mail them to us as soon as you can so we can put them in each game. It is \$50 for each additional page up to 4.

Advertising Spots:

There are a lot of advertising spots you can sell to local businesses and it can get overwhelming when starting to plan for your game, so we will help explain them all below. There are the property spaces, front of the play money, back of the deed cards, back of the yellow cards, back of the fate cards, front of the yellow cards, and the center board sponsor listings. When you sell these ad spaces with our recommended pricing, it covers the complete cost of your game!

Property Spaces: These are the main spots of your custom Townopoly game where all the fun happens! These will get seen and interacted with the most since its the most playable part of the game. There are a total of 28 property spaces on the board. In addition to getting their advertisement on the property space on the board, these 28 property spaces will also get their business name in text on the correlating deed card. These spaces are more vertical then horizontal so its best to have a more vertical advertisement on them otherwise they can turn out bad when printing. If we feel the ad is too wide to print good we will edit it and change it to make it fit better. Its also best not to have too much text or graphics on these spaces. Simple clean designs with a phone number and/or address works best! These property spaces print in full color!



Play Money: Another well seen ad spot is on the play money. These ad spots pair well with local banks/credit unions but you can sell it to whatever business wants this spot. The denominations of play money are \$1's, \$5's, \$10's, \$20's, \$50's, \$100's, and \$500's. You can sell each denomination to a separate business or you can sell all the denominations to one business, its up to you! This spot will only print in black ink on the front of the money.



Back Of Deed Cards: As stated above each property space will get their business name on the FRONT of the correlating deed card but what about the backs? You can also sell an ad spot of the backs of all 28 deed cards. These are usually only sold to one business across all 28 backs of the deed cards but sometimes towns like to split these up amongst two or three businesses. The backs of the deed cards will only print in black ink.

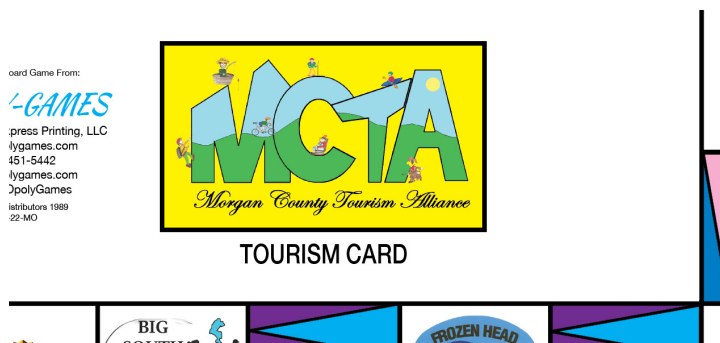


Back Of The Yellow Cards: There are a total of 16 yellow cards and all of them will get an advertisement on the backs of them. Along with the backs of these cards this ad spot will also get a spot in the yellow card space on the center of the board where these cards will lay during play. This can only accommodate one advertisement for this spot. The one advertisement will go on all 16 backs as well as the board spot. The board spot will be a full color ad and the backs of the cards will be only black ink.

Back Of Yellow Cards



Board Spot



Back Of The Fate Cards: There are a total of 16 fate cards and they can all accommodate advertising on the backs of them. Similar to the yellow cards this spot will only be for one advertiser and will also get a spot on the center of the board where the fate cards lay during play. The board spot will print in full color and the backs will only print in black ink. The front of the fate cards CAN NOT be customized or advertised on.

Back Of Fate Cards



Board Spot



Center Board Sponsor Listings: Another great way to upsell businesses or sell extra ad spots are the center board sponsor listings. These typically sell for \$50-\$150 and can accommodate either text lists or full logo advertisements. This can net you an extra \$1000-\$2500 to help cover the cost of your games! We recommend a max of 50 sponsor listings because if you have too many it makes the board look cluttered and messy. This spot prints in full color.



SPONSORS

Annie's Garden Grooming – (559) 288-1690
 Arts Alliance of Three Rivers – Arts3R.org
 Blossom Rock House Vacation Rental – (559) 967-4640
 Casa Mendoza Mexican Restaurant – (559) 561-7283
 Country Properties – (559) 561-4507
 The Friends of the Three Rivers Library
 Howell's Bookkeeping – (559) 280-3175
 Kaweah Arts – KaweahArts.com
 Kaweah Lake House Vacation Rental – (559) 967-4640
 Nancy Brunson, Graphic Design – (559) 799-1473

River House Vacation Rental – (559) 967-4640
 Sequoia Adventures – SequoiaAdventures.com
 Sequoia Motel – (559) 561-4453
 Sierra House Vacation Rental – (559) 967-4640
 St. Anthony Retreat – (559) 561-4595
 Three Rivers Woman's Club
 Three Rivers Hideaway – ThreeRiversHideaway.com
 Three Rivers Memorial Building – 3rmd.org
 Three Rivers Post Office 93271
 Willie Treece Plumbing – (559) 280-2194



FATE CARD

A Custom Board Game From
OPOLY-GAMES
 a product of Express Printing, LLC
 www.opolygames.com
 800-451-5442
 info@opolygames.com
 © Print Distributors 1989
 3-21-18



DISCOVER THREE RIVERS CARD

Front Of The Yellow Cards: The front of all 16 yellow cards can also have advertisements on them. These will only be text “fill in the blank” advertisements to go along with our pre typed yellow cards and will only print in black ink. Please take a look at our yellow card file to see the fill in blanks for these spots. These are great ways to upsell businesses on an extra ad spot for another \$50-\$200 dollars. You can also fully customize these yellow cards and come up with your own sayings on the fronts of them but this will cost an additional \$300 and need to be approved by us.

You can download the front yellow card file [HERE](#)

<p>GO DIRECTLY TO A COURT DO NOT PASS START DO NOT COLLECT \$300</p> 	<p>ADVANCE TOKEN TO B IF YOU PASS START COLLECT \$300</p> 	<p>GET OUT OF C COURT FREE! CARD MAY BE KEPT UNTIL NEEDED OR SOLD</p> 	<p>ADVANCE TOKEN TO D</p> 
<p>YOU HAVE WON SECOND PRIZE IN THE E BEAUTY PAGEANT COLLECT \$10</p> 	<p>ADVANCE TOKEN TO F IF YOU PASS START COLLECT \$300</p> 	<p>THANKS TO G YOU RECEIVE \$75.00</p> 	<p>ADVANCE TOKEN TO H</p> 
<p>SCHOOL TAX PAY \$150</p> 	<p>Advance token to nearest I and pay owner twice the service charge to which he is otherwise entitled. If it is unowned, you may buy it.</p> 	<p>Advance token to nearest J and pay owner twice the service charge to which he is otherwise entitled. If it is unowned, you may buy it.</p> 	<p>TAKE A RIDE TO K IF YOU PASS START COLLECT \$300</p> 
<p>PAY POOR TAX OF \$15</p> 	<p>ADVANCE TO L</p> 	<p>INCOME TAX REFUND COLLECT \$20</p> 	<p>This card is left blank for you to fill in as you wish. M</p> 

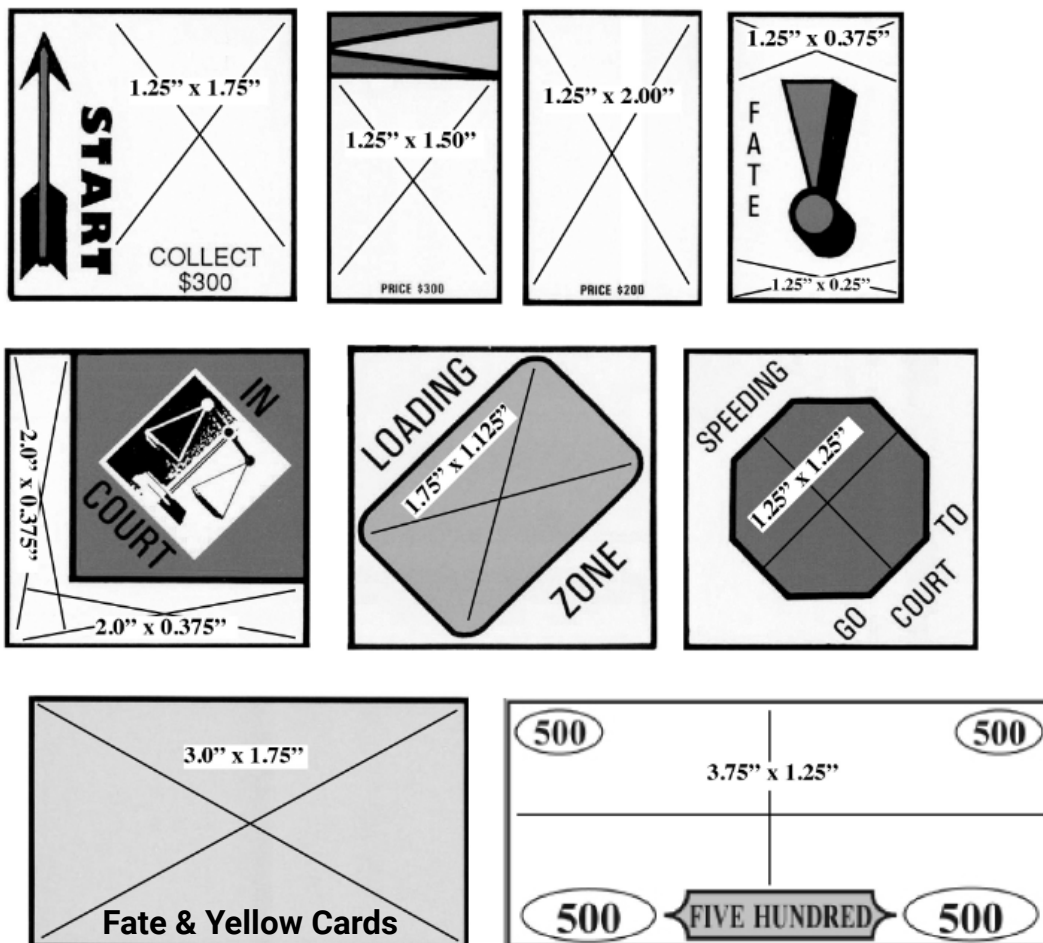
Gathering Artwork

Gathering correctly sized artwork is very important to how the graphics will print out on the board. We recommend each piece of artwork has a resolution of at least 300 DPI. To check this on a Windows computer you can right click on the photo and select "properties" and then go to the "details" tab at the top. If you scroll down on the list there you will see the DPI of the image. You can also check this on programs like photoshop. If you are not sure you can send them to us and we will let you know if the graphic will work or not.














For getting your sold ad spot artwork to us we mainly use Dropbox. When you are ready to start your custom Townopoly board game we will open up a shared folder for you and send you an email with access to it. From there you will be able to upload all of your sold ad spots easily. If you would prefer to use another service like Google Drive that will work too. We can work with almost any file type including JPG, PNG, PDF, & TIFF. Files in Photoshop, Illustrator, InDesign and Word are also accepted.

Ad Spot Sizing

Below is an image that shows each ad spot and its sizing. You **do not** need to resize each logo to be the exact dimensions of the ad space, we will do that for you. As long as the logo dimensions are similar or larger than the ad space and 300 DPI they will work perfectly. For example the property space ad spot has a size of 1.25" x 1.5" if you sent a logo that is 4" x 5" and 200-300 DPI that will work perfect. Another example is the play money has an ad spot size of 3.75" x 1.25" if you sent an logo that was 0.4" by 0.2" and 72 DPI it would turn out distorted and blurry when sized to fit.



Standard Fate Cards / Same For All Games

<p>FATE CARD</p> <p>YOU INHERIT \$100</p> 	<p>FATE CARD</p> <p>DOCTOR'S FEE PAY \$50</p> 	<p>FATE CARD</p> <p>GET OUT OF COURT FREE! This Card May Be Kept Until Needed Or Sold</p> 	<p>FATE CARD</p> <p>Your Building & Loan Bond Matures</p> <p>COLLECT \$150</p> 
<p>FATE CARD</p> <p>BANK PAYS YOU DIVIDEND OF \$50</p> 	<p>FATE CARD</p> <p>GO BACK 3 SPACES</p> 	<p>FATE CARD</p> <p>RECEIVE FOR COMMUNITY SERVICE \$25</p> 	<p>FATE CARD</p> <p>Christmas Club Matures</p> <p>COLLECT \$100</p> 
<p>FATE CARD</p> <p>You have been elected CHAIRMAN OF THE BOARD Pay each player \$50</p> 	<p>FATE CARD</p> <p>FROM SALE OF STOCK YOU GET \$45</p> 	<p>FATE CARD</p> <p>BANK error in your favor</p> <p>COLLECT \$200</p> 	<p>FATE CARD</p> <p>COLLECT \$50 FROM EVERY PLAYER</p> 
<p>FATE CARD</p> <p>PAY HOSPITAL \$100</p> 	<p>FATE CARD</p> <p>LIFE INSURANCE REBATE COLLECT \$100</p> 	<p>FATE CARD</p> <p>ADVANCE TO START (COLLECT \$300)</p> 	<p>FATE CARD</p> <p>Make general repairs on all your businesses PAY \$50 FOR EACH BUSINESS YOU OWN</p> 

Board Ad Assignments

<p>LOADING ZONE 21</p> <p>PRICE \$200</p>	<p>22</p> <p>PRICE \$200</p>	<p>23</p> <p>PRICE \$200</p>	<p>24</p> <p>PRICE \$200</p>	<p>25</p> <p>PRICE \$240</p>	<p>26</p> <p>PRICE \$200</p>	<p>27</p> <p>PRICE \$260</p>	<p>28</p> <p>PRICE \$260</p>	<p>29</p> <p>PRICE \$150</p>	<p>30</p> <p>PRICE \$200</p>	<p>31</p> <p>PRICE \$300</p>									
<p>20</p> <p>PRICE \$300</p>	<p>19</p> <p>PRICE \$180</p>	<p>18</p> <p>Draw a Yellow Card</p>	<p>17</p> <p>PRICE \$180</p>	<p>16</p> <p>PRICE \$200</p>	<p>15</p> <p>PRICE \$180</p>	<p>14</p> <p>PRICE \$180</p>	<p>13</p> <p>PRICE \$180</p>	<p>12</p> <p>PRICE \$140</p>	<p>11</p> <p>PRICE \$120</p>	<p>10</p> <p>PRICE \$100</p>	<p>9</p> <p>PRICE \$100</p>	<p>8</p> <p>PRICE \$100</p>	<p>7</p> <p>PRICE \$100</p>	<p>6</p> <p>PRICE \$200</p>	<p>5</p> <p>Pay Income Tax 10% -or- \$200</p>	<p>4</p> <p>PRICE \$80</p>	<p>3</p> <p>Draw a Yellow Card</p>	<p>2</p> <p>PRICE \$60</p>	<p>1</p> <p>START</p>

Sponsor Listings

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A Quality Board Game from

OPOLY-GAMES

is a product of Opoly Games, Inc.

www.opolygames.com

800-451-5442

info@opolygames.com

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FATE CARD YELLOW

You can download this board ad assignment sheet [HERE](#)

2023-2024 Upcoming Schedule

<u>Date In</u>	<u>Projected Delivery Date</u>
JANUARY 20, 2023	APRIL 14, 2023
MARCH 4, 2023	MAY 30, 2023
JUNE 3, 2023	AUGUST 28, 2023
JULY 22, 2023	OCTOBER 13, 2023
SEPTEMBER 8, 2023	DECEMBER 1, 2023
OCTOBER 20, 2023	JANUARY 27, 2024
JANUARY 26, 2024	APRIL 18, 2024
MARCH 5, 2024	MAY 30, 2024
JUNE 3, 2024	AUGUST 28, 2024
JULY 22, 2024	OCTOBER 17, 2024
SEPTEMBER 9, 2024	DECEMBER 5, 2024
OCTOBER 21, 2024	JANUARY 28, 2025

**This is our projected schedule. Dates may change.*

Number Of Games	Price Per Game	Full Price	Deposit Amount	Avg Ad Space Price
350	\$23.50	\$8,225	\$4,112.50	\$165
500	\$22.50	\$11,250	\$5,625.00	\$225
750	\$21.50	\$16,125	\$8,062.00	\$320
1000	\$20.50	\$20,500	\$10,250.00	\$400
1500	\$19.50	\$29,250	\$14,625.00	\$585
2000	\$19.00	\$38,000	\$19,000.00	\$760
3000	\$18.50	\$55,500	\$27,750.00	\$1100

Helpful Resources

Thank you for your interest in starting your own Townopoly fundraiser! We are here to help you every step of the way so please don't hesitate to send us an email or phone call if you need any help with anything. Below there are links to download all of our forms you will need to get started with your Townopoly game.

- **Board Ad Assignment Sheet** [HERE](#)
- **Board Label Form** [HERE](#)
- **350 Games Recommended Ad Pricing** [HERE](#)
- **500 Games Recommended Ad Pricing** [HERE](#)
- **750 Games Recommended Ad Pricing** [HERE](#)
- **1000 Games Recommended Ad Pricing** [HERE](#)

You can also order a free sample game to see the quality of our board games [HERE](#)