



After a 20 relationship with Smarties® Candy Co., creating custom candy mixes for use in crane games, we were presented with the opportunity to partner with the candy giant. The initial idea was to create a unique crane design for the amusement industry, while expanding the Smarties® brand. The concept of a great licensed piece was exciting but still we felt that we needed to take it to the next level. After 18 months of brainstorming, the Smartiesland® Scholarship Program was born. The idea of giving back to society, by encouraging education for future generations seemed to be an ideal way to make a positive change to a declining industry. Here’s how it works.

**You get:**

- Elite licensed route piece combining the expertise of a 63 year old candy giant and our 20 years of experience manufacturing, merchandising and operating cranes.
- Exclusive payment plan option, not available from any other manufacturer
- Free delivery to your warehouse
- Personal, on location set-up from our experienced technicians (available option)
- First fill of product shipped inside crane. Designed to yield over \$1100 in revenue

24” model		27” model	
Pieces of Candy Per Crane	3657	Pieces of Candy Per Crane	7314
Avg. pick-up per play	1.6 pcs	Avg. pick-up per play	1.6 pcs
50¢ per play		50¢ per play	
$3657/1.6 = 2285 \times .50 = \$1142.50$		$7314/1.6 = 4571 \times .50 = \$2285.50$	

- Promotional materials for location presentation
- Professional administration of scholarship program including, but not limited to:
  - Smarties® licensing fees
  - Smartiesland® website development & maintenance
  - Scholarship fund management
  - Ongoing product development of exclusive Smarties® crane mix to maximize crane potential
  - Location promotion through interactive map on Smartiesland.com

**Why it works:**

The only way to participate in the Scholarship contest is by obtaining a unique code from a Smarties® Crane, making your crane a destination rather than strictly an entertainment piece. Because each attempt at the scholarship requires an additional code, players return repeatedly for increased chances at winning thousands of dollars for education.

**Why our mix:**

The unique mix of product required to make this concept work was developed over a course of a year, through intense testing. Our goal was to generate the precise ratio of candy, toys and Smarties® cards that with the proper crane settings would yield a 20%-25% product cost. It is our commitment that this testing will be an ongoing process and that we can incorporate new and exciting mixes throughout the life of the program.

The mix has 14 different Smarties items including not only standard Smarties® rolls but Mega Pouches, Giant Smarties® Pops and a variety of flavors and sizes. We have Tropical Smarties®, Xtreme Sour Rolls, and Candy Money etc.

We are also developing custom Smarties® packages that will reflect the Smarties® Crane graphics and promote the Scholarship program.

Smarties® is “America’s Favorite Candy”

You will notice that the mix also includes about 10 different graduation themed toys. The toy assortment will be changing all of the time and in addition to the graduation/school theme we are developing licensed Smarties® toys. We are literally planning new Smarties® items 3 years out.

The critical element is the number of scratch off scholarship cards in the crane. We have been testing the ratio of cards, toys and candy for over a year to offer an excellent player experience and control product cost. We have been doing this for 20 years and are the best in the business.



## Sample Collection Receipt

**Location: Billy’s Pizza**

<b>Gross Collection Per Month</b>	<b>\$ 350.00</b>
<b>Less Scholarship Contribution</b>	<b>\$ 15.00</b>
	<b>\$ 335.00</b>
<b>Less 25% Location Commission</b>	<b>\$ 83.75</b>
<b>Less 20% Product Cost</b>	<b>\$ 67.00</b>
<b>Monthly Net Crane Revenue</b>	<b>\$ 184.25</b>
<b>Annual Revenue</b>	<b>\$2211.00</b>