



HOW TO WIN:

The awards this year are even more ridiculous than last year. At the end of this event, you could come away with the prize package of a lifetime while making a huge difference for others. The formula to walk away as the winner is VERY, VERY simple – you just have to make sure that you're not lazy. That's all it comes down to.

If you follow this guide fairly well, you WILL be near the top of the board when it's all said and done, and you WILL walk away with an insane prize. Here's how it goes:

- Start finding sponsors early. Don't wait until the week before. If you spend 5 times longer finding sponsors than others, then you'll probably have over 5 times as much money.
- Go through your neighborhood – even to people you don't know. The worst that can happen is they'll say no. Imagine if you go through the whole neighborhood and wind up getting about 20 sponsors – that's probably \$300 or \$400 in a couple of hours.
- Go to other neighborhoods. Do the same thing. If you go to 5 neighborhoods, you're looking at maybe \$2000. And that's only another few hours of work.
- Go to shopping centers and talk to businesses. While households are good for around \$20, businesses are more likely to throw \$50 or more your way. I know that some big corporations (Kohl's, for example) have programs ready to go where they're more than happy to hook you up with \$500. You just have to take the time to ask.
- Family-ran businesses are a good bet, so be sure to stop at EVERY place that is owned by a particular person (Jewelry store, dentist, restaurants, etc.). I promise you could get over a \$1000 from this in only a couple of hours.
- Does dad play golf? Does mom play tennis? Hit up their friends. If they have the money to play these games, they can afford to throw you a few bucks. Not only this – talk to ALL of your parents' friends. 20 of their friends is an easy \$500.
- Call your grandparents, aunts, uncles, and the rest of your family. They'll all be proud that you're getting involved in such a good cause, and they'll be down to help you out. Let's call this another \$600.
- Get EVERY friend you have at school to sponsor you. Some of the skaters last year had friends at school donate 10 cents per trick. It sounds like nothing, but it can add up fast. Take 40 friends at a quarter per trick. If you land 20 tricks, that's another \$200.
- While you're at it, talk to your teachers, and ask your teachers to ask the other teachers. Bam – another \$500 if you just take the time to do it.

So if my math is right that looks like that is \$5,500! And the best news is that what I just listed isn't hard to do. And you could easily do a lot more. Think about it – if you go after that many different sponsors, there's going to be at least a few of them that are really going to step up. They're the ones that will give you like \$250 or maybe even \$500 each. Believe me – it happened last year, and it'll happen again this year.

So let's say you spend a total of about 20 hours talking to all your sponsors. If you come out on top, that means you get to go to California, hang with all the biggest pros on Earth, skate some of the most famous places there are, and experience something that no one else will get to do. All this for only 20 hours of work. Sounds pretty perfect, huh?