



Thank you for your interest in
Sunshine Generation, the *leading* non-auditioned
performing group for children!

We are happy to provide information about becoming an Area Director with this award-winning group. We offer a fantastic opportunity for individuals who want to teach just four to ten hours per week and gross up to \$6,000 monthly! This amount can be increased by teaching more classes, contracting additional territory, or by working our lucrative preschool or private school option.

The Sunshine Generation Program

Sunshine Generation's curriculum teaches boys and girls singing, dancing, and stage presence—with emphasis on showmanship. The children then apply what is learned in class by participating in performances throughout the community.

Benefits of Becoming A Sunshine Generation Area Director

You might be wondering why you would need a national organization to help you direct such a group. Promoting and operating this type of complete children's program on your own requires total dedication and is more than a full time job, even for someone who has the skills and experience needed in all facets of the business. This is the reason we can help you so much. Our company prepares the ongoing curriculum, eliminating hundreds of hours for you. Your time is then spent teaching great kids who are eager to learn and perform. Directing Sunshine Generation is the most fun you'll ever have at work!

Fees to Sunshine Generation Inc.

The best part is that there is no up-front fee or initial investment to the company. We are so sure of the success of our program that we offer it to you on a percentage basis. A license fee calculated on percentage is most fair for you, since this means our success is based on your success. Obviously, we will do everything we can to make sure you succeed in meeting your financial goals!

If a musician and a dance teacher became partners to direct such a performing group on their own, they would split the profit 50/50 and all the business and creative work would still need to be done, making a full time job for both. Teaming up with us instead will save you money since our TERMINABLE three year contract requires you remit a license fee of only 20% to the corporation. Your percentage drops to 15% when you renew your contract, and then stays at 10% for each subsequent renewal. This percentage split is really great for you, especially with **Sunshine Generation Inc.** providing the ongoing curriculum and giving you the support of a proven, long-time national organization!

Area Director Training

Sunshine Generation directors receive the benefit of more than thirty years experience in a training manual and video instruction that details everything step by step you need to know to operate your Sunshine Generation business successfully. Directors receive updates and ideas from the company in newsletters and video training. We encourage our directors to e-mail questions at any time, and we are available by telephone for one-on-one training. By signing an area license agreement, the low monthly license fee percentage you pay as a Sunshine Generation director will provide you with ongoing resources.

About Our Music

The music we select is age-appropriate and is arranged, orchestrated, and recorded exclusively for **Sunshine Generation Inc.** Students purchase rehearsal CDs at a nominal fee for home practice.

Additional Resources Available To Area Directors

Professionally prepared advertising materials are available. Ad slicks are provided in various styles and sizes. In addition, full color brochures are available to Area Directors at a low cost. Professional costumes are factory made and offered at a reasonable price to students. Sources for various specialty items related to the **Sunshine Generation** program are also available.

**Quarterly, our
Sunshine Generation
Directors receive a new show
consisting of:**

- ♪ Approximately ten songs with detailed instructions.
- ♪ Choreography instruction available on DVD.
- ♪ Choreography sheets with breakdown of movement.
- ♪ Show narrations.
- ♪ Fun teaching ideas for each new song and dance.

Our Invitation To You

WE HAVE A LOT TO OFFER YOU! **Sunshine Generation** has been enthusiastically accepted throughout the U.S.A. and abroad. If you are interested in this excellent business opportunity, please send us a resume detailing your experience in singing, dancing, performing, directing, business, working with children, etc. We need letters of recommendation along with names and phone numbers of personal character references. Also, please fill out and return the enclosed application. Since we do not require you to interview in person at company headquarters, many directors choose to send a photo so we can put a face with their name as we interact in our business dealings, but this is entirely optional. Please e-mail or call us with any questions you may have. **We are looking forward to hearing from you!**

Sunshine Generation Canada

Jenni Mosier, Director
11219 – 70 Street
Edmonton AB T5B 1T1

Sunshinegeneration@hotmail.com

Visit our website at sunshinegeneration.ca

Answers to Commonly Asked Questions

What qualifications are necessary to become a Sunshine Generation director?

If you are a self-starter, positive thinker, and a motivator who loves children, Sunshine Generation is perfect for you! You need some background in music and basic dance. You will succeed if you are committed and have a good business head.

How much money can a Sunshine Generation director make?

We offer you an opportunity to make an EXCELLENT income while teaching children a variety of music that is uplifting and an important part of their culture—music that children might not learn elsewhere. If you enroll 20 students per class who pay you \$40 per month, you will gross \$200 per hour. By teaching just ten hours per week you will gross \$2000 weekly, or \$8000 per month. We suggest that the minimum you charge be \$35 and the maximum \$50 per month. The economic conditions of your area help you decide on a fair price. Of course, salary is determined by your enrollment and expenses. Your income can be increased by setting up additional groups in other areas with a teacher or co-director, by offering our pre-school option to established day-cares in your area, by teaching in private schools, or by becoming a Sunshine Generation Recruiter.

You will get out of Sunshine Generation exactly what you put into it. The sky is the limit!

Must a director follow the Sunshine Generation program exactly?

We will prepare the shows for you and provide you with an excellent, proven curriculum to teach your students. We recognize that as a creative individual you may wish to make minor alterations to the shows we send, and we allow freedom to express your own creativity in this manner if you choose.

How does a Sunshine Generation director receive training?

You will receive the professional training you need to succeed by studying your manual and newsletters and by viewing DVDs of our choreography and training sessions. DVDs allow you to review the material at your own convenience and as often as you like. E-mails and calls are answered promptly. As a new director you will be sent a kit (at no cost to you) that contains a very complete training manual, video instruction, professionally prepared ad slicks, and much more.

Where do directors hold their classes, and what kind of sound equipment is used?

Your classes may be held in a home studio with adequate space to facilitate your group, or you may rent a room large enough to teach 16 to 20 children per class. We suggest that you rent by the hour. Many community or recreation centers, schools, churches, libraries, pre-schools, dance and aerobic studios, or other privately owned buildings may be rented on an hourly basis. You will need sound equipment with a CD player and a microphone for class. In your video training and manual we give suggestions to help ensure your equipment is well suited to your needs and your budget.

What about performances?

Performances are the most rewarding part of the job and help to advertise your business. Your group will be in demand to perform for community functions on the average of once a month (for example, you might perform three times in Dec. for a holiday season, then not perform in Jan. and Feb. as your group learns a new show). You will enjoy bringing out the best in your students as their showmanship and confidence, as well as YOURS, grows!

RECAP OF THE SUNSHINE GENERATION BUSINESS OPPORTUNITY

- ♪ Full time wages for part time work. Gross up to \$6,000 monthly teaching ten hours per week based on 20 students per class @ \$30 per month.
- ♪ New shows quarterly. Curriculum and creative work is done by the corporation and sent to directors with written instructions. DVDs of choreography instruction and ongoing training are made available. This eliminates hundreds of hours for you.
- ♪ **No “up-front” fee** or initial investment to the company. **OUR** success depends totally on **YOUR** success. We will put our efforts into helping you reach your goals so we both succeed!
- ♪ TERMINABLE three-year contract with exclusive area guaranteed to directors. Your student list may be sold to an approved replacement director if you are unable to finish the entire term of our agreement.
- ♪ Director remits a license fee of just 20% to the company for the first 3 years of operation. Renewal for the second three-year term is 15% and all renewals thereafter are at a low 10%.
- ♪ Professional factory made costumes exclusive to Sunshine Generation are mass-produced and offered to your students for a reasonable cost. Only one costume is required for each student and we don't change the style of our costumes annually, which makes participation cost effective for parents.
- ♪ Fully orchestrated music is recorded exclusively for Sunshine Generation and is available to directors on CD. CDs with voices for home practice are purchased by your students for a nominal fee. We encourage you to compare the quality of our instrumental music to that of other performing groups.
- ♪ Sources for merchandise are provided for directors. Prices are very reasonable for Sunshine Generation groups due to our large volume buying power.
- ♪ Advertising layouts have been professionally prepared for Sunshine Generation directors. Ad slicks are provided in a variety of sizes and are included in your kit. We have also paid for the production of a website that will include your location
- ♪ Regular quarterly newsletters are sent to directors with ideas to improve your business, enhance your classes, perfect your performances, and increase your enrolment. Ongoing video training is also available for area directors.
- ♪ Sunshine Generation is a proven program. It was founded in 1979 and has had hundreds of successful locations in operation scattered across the U.S.A. and Canada. We expanded internationally in 1987 and have given training to THOUSANDS of children throughout the world!
- ♪ Opportunity exists for unlimited income potential with expansion through co-directorships and our pre-school or private school program. Successful directors may also earn generous commissions by becoming a Sunshine Generation Recruiter.

In Sunshine Generation YOU determine your own salary!