

INSIGHT INTO CREDIT CARDS, SAVINGS & MORE!



Dog & Pony Shows, LLC  
17 Pheasant Ct.  
Appleton, WI 54915

Fun. Games. Cash Prizes.

# \$BigMoney\$<sup>®</sup> and BIG LIFE<sup>®</sup>

**PLUS... Insight into debt, finances & more!**

Presenting two entertaining and educational programs in a unique game show format that actually capture students' interest.

Dog & Pony Shows, LLC's Patrick McGarrity and John Dietrich understand student debt and finances first hand. Fortunately, they also have a sense of humor!

## How your students can participate in the fun...

- They can attend the interactive multimedia show and volunteer to participate in the game fielding True or False, Multiple Choice, and other questions that test their money skills and real world know-how.
- For an additional fee, your own students can be taped in pre-show student-on-the-street video interviews that test their financial knowledge. We can incorporate in these in a game *especially* geared to your campus.

(And, we should note, even students who come only as spectators always have a good time!)



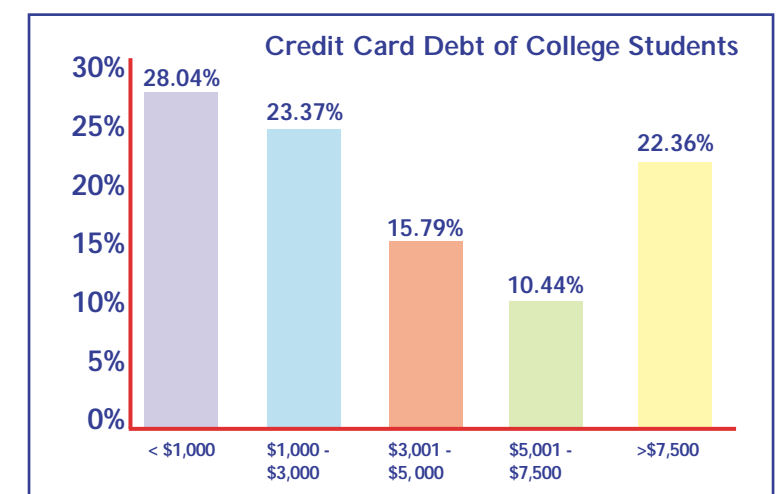
McGarrity and Dietrich joined forces in 2001 and created Big Money and Big Life to help combat rampant debt on campus and teach students about finances in a fun, non-threatening nor sleep-inducing manner.

## Credit Mania – coming to a campus near you!

Below are the only statistics you need to know about your students' finances — they also happen to be the only statistics you will ever hear John and Patrick quote. (Their fun and clever game show presentations talk TO students, never at them!)

Just look at the chart, and you'll be dazzled by just what's going on credit-wise on campuses across the country...

- 71% of students have credit card balances greater than \$1000.
- Nearly 50% have balances over \$3000!
- Approximately 1/3 of them hold balances above \$5000!



Source: "Student Credit Card Debt Poll," JobWeb (www.jobweb.com), June 13 - June 28, 2000. National Association of Colleges and Employers.

## Did you know...

... students in the 1990's borrowed more than in the 60's, 70's and 80's combined?

...the average student leaves college with \$18,000 in educational debt and \$3,000 in credit card debt?



# Great Presentations Your Students Can't Afford to Miss.

Rest assured, your students aren't "talked at," "lectured to," or beaten over the head with financial jargon even a stockbroker would need a dictionary to decipher. Instead, topics are portrayed through light-hearted scenarios, humorous anecdotes, and an interactive multimedia game show that allows students to demonstrate just how much they — and their peers across the country — know about their finances as they vie for cash and prizes.

Dog and Pony Shows' unique combination of insightful humor and interactive multimedia game show creates memorable programs that are entertaining as well as educational.

## Students Really Get Involved

Whether watching, playing the game or participating in the student-on-the-street interviews, students are thoroughly engaged. They truly respond to the dynamic interactive exchanges – and participants leave with knowledge as well as prizes.



What's a premature withdrawal penalty?

# \$ Big Money \$

## Designed For New Students or the Whole Campus

The informative program focuses on the importance of students actively managing their finances. We interview students on campuses across the country, asking basic questions about their finances. It's your students' job to guess whether or not our student-on-the-street knows the right answer. If they answer correctly, they win cash or prizes! It's that easy! Finance majors have no advantage and students never leave feeling stupid because they should have known something others knew.

### Topics covered:

- Credit Cards
- Debt Management
- Student Loans
- Savings
- Checking Accounts

Patrick and John will run through a fun-filled, information-packed multimedia presentation designed to cover the basics of a student's financial life — perfect for newcomers or the entire student body. Instead of a dull lecture, students are led through fun financial scenarios that illustrate the good and bad powers of interest and the importance of saving over time.

## What schools are saying ...

"Quite frankly, your program is a "breath of fresh air": it addresses the money worries of college students in a practical yet witty and entertaining manner."

...Adam Rehmer & Kristin Spooner  
— Student Programming Assistants,  
Augustana College

"The information you presented was excellent. The quality of the production was first rate and the personality of you both as performers was just what we needed. Your show was very entertaining and informative."

...Paul Lehmann  
— Director of Student Activities,  
Utica College

"You entertained, informed and actively engaged our students in learning - not a small task!"

...Madonna Weathers  
— Director of Student Development,  
Morehead State University

## Who are those Dog & Pony Shows guys?

**Patrick McGarrity**, despite his best intentions, rode the roller coaster of four-figure income and four-figure credit card debt while in college. Not content with calling home for financial assistance, he became a Resident Assistant and took on odd jobs to raise money for his debts.

Now on firm financial footing, McGarrity is still amazed at the number of people that don't know the basics about the importance of financial stability, and hopes that through presentations like "Big Money," today's students can avoid the pitfalls he experienced.

**John Dietrich** was also a Resident Assistant to help pay for his room and board. During the summer, he'd work as a Conference Assistant, giving tours and speeches at Freshman Orientation. During the late 1980's and early 1990's, John was known throughout the Midwest for his enjoyable presentations on motivation and stress relief through humor, garnering numerous awards at college conferences.

From his work in the banking industry, John discovered that many of the younger customers seeking loans had credit problems that were serious enough to impede them from buying cars and homes. Dietrich hopes that by opening a dialog with students early in their college years, they can avoid these financial pitfalls.

# BIG LIFE

## Designed For Graduating College Students

- What is a 401(k)?
- Which job offer is best for me?
- What is the difference between an HMO and a PPO — and why should I care?

These intimidating questions and more await students upon graduation. Leave it to the guys from Dog & Pony Shows to take the mystery and boredom out of insurance, investments, job offers and more!

### Topics covered:

- Investments: Mutual Funds, IRAs, 401(k) plans and more
- Managing Debt: Credit Cards, Student Loans, Mortgages, Car Loans, etc.
- Insurance: Health, Life, Auto/Home, etc.
- Employee Benefits Programs
- Evaluating Job Offers
- The Cost of "Getting Started"

Rather than relying on boring bullet points and pie charts, John and Patrick discuss topics by using various scenarios. For example, in the "Getting Started" portion of the show, humorous scenarios are utilized to illustrate the costs associated with a student obtaining their first job and moving out on their own. Your graduating seniors will enjoy and appreciate this lively presentation of vital info relating to the "real world." Students really get involved.

Whether watching, playing the game or participating in the student-on-the-street interviews, students are thoroughly engaged. They truly respond to the dynamic interactive exchanges – and participants leave with knowledge as well as prizes.



If I said he had a nice FICO Score, I'd be talking about his \_\_\_\_\_?

## GET THE SHOW ON THE ROAD... TO YOUR SCHOOL!

Give your students the competitive edge on finances and "real world" issues – as well as a good laugh. For more information or to book **Big Money** or **Big Life** for your campus, contact Patrick McGarrity at 312.286.8884 or e-mail: [info@dogandponyshows.com](mailto:info@dogandponyshows.com).