

# A M E R I C A N FLATBREAD

*Part of our mission at American Flatbread is to support local organizations that have an impact on our community. The primary way that we accomplish this is through benefit nights that are held every Tuesday at each of our restaurants. This guideline will lay out your responsibilities to ensure a successful event night for your organization. Thank you for the opportunity to make a difference.*

**Step One:** Complete the benefit application below and deliver it to a managing partner at your local American Flatbread or email it to Mike Greenwood at [MikeG@CTPizzaGroup.com](mailto:MikeG@CTPizzaGroup.com). We will qualify your organization for your benefit night at American Flatbread. A new application is required for each event night.

**Step Two:** Once your organization is qualified, we must discuss the ways that you will get the word out about your benefit night. This promotion activity, on your part, will make sure as many of your supporters as possible will come and it may also reach out to new supporters of your cause as well. As part of your application, check each of the following actions that your organization will do to ensure your successful benefit night.

## **Mandatory Marketing Requirements:**

- A hand-made banner or poster measuring approximately 3' X 3' is required (Include the name of your organization, the date of your benefit and any other pertinent information such as "silent auction" or "raffle" if they will be held). If you have any questions, the restaurant manager can guide you.
- Deliver your prepared banner or poster to the restaurant at least one week before your benefit night. \*Missing this deadline may put your benefit night in jeopardy. The Managing Partner must approve your finished banner. (No plastic, computer generated signs please).

### **Suggested Marketing:**

- Contact your supporters or followers to inform them of your benefit night
- Post the event date on your website or social media pages
- Make flyers or posters and advertise them in your area
- Advertise in a newspaper or radio station

**Step Three:** We will raise your banner one week in advance of your benefit, which will both advertise and raise awareness for your cause. Banners that are unique often find a permanent home at American Flatbread, continuing to promote awareness of your organization.

**Step Four:** Your benefit night is here! We will provide a table for you to give out flyers, membership information, stickers etc. A representative from your organization is required to be present to greet and answer any questions that our guests might have. Please arrive at American Flatbread around 4:30 on the night of your event and plan to stay until 8:00.

**Step Five:** American Flatbread will donate \$3.50 for each large flatbread and \$1.75 for each small flatbread sold between the hours of 4:30 to 9:00 on the night of your event. Donations typically range from \$200 to \$500 for organizations that efficiently advertise their benefit night.

Remember that advertising and getting the word out about your benefit night is your responsibility, higher sales mean a larger donation towards your organization. If you are unable to keep your booked date, please contact us at least one week in advance to cancel or move your night. Thank you for your interest in a benefit night here at American Flatbread and thank you to all the wonderful local organizations that make a real difference in our communities and our neighbor's lives.

For any questions or issues with this process please feel free to contact us directly at (860)693-3314 and ask for a manager.

## **Benefit Request Application**

Date submitted: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Desired time of year for benefit night: \_\_\_\_\_

Description of organization:

Please include a copy of your non-profit tax-exempt notice (501-C)