

A M E R I C A N F L A T B R E A D

Hello,

My name is Rachael Harvender, and I'm the Benefit Bake Coordinator for American Flatbread Stowe. Benefit Bakes are our way of helping to raise awareness and some extra funds for your organization while also providing an opportunity to bring your community of supporters together to break bread.

We support organizations that we feel would have broad positive influence on most of the human race and tend to stay away from direct or polarizing political issues. Once we review your application, we will confirm if your organization is the right fit for a Benefit Bake. Once your group is approved, we will do in house promoting leading up to your event and most importantly, we will donate \$3.50 from every large flatbread and \$1.75 for every small flatbread sold from 4pm-9:00pm the evening of your Benefit Bake; this includes all of our TOGO business as well.

Before you fill out the attached application, let me give you some helpful information about Benefit Bakes here at American Flatbread, and what we require from organizations that host those benefits. The key to a successful bake is getting the word out early. We ask that you promote this to your community with ample time for your community supporters to plan their evening out. We have found any social media platform that your organization uses to reach its members is the best place to start, but also consider alternative routes such as Front Porch Forum and newsletters.

There are a few main items we require from every organization prior to the event. They are as follows:

- Promotional Posters

The promotional posters need to be in 11" x 17" format and can have logos, pictures, art work etc. This should include crucial information about your event such as, your organization, location, date, time (4-10pm), amount being donated (\$3.50 per LG, \$1.75 SM), also mention that this applies to TOGO orders. If you wish, you may also use the embedded logo at the top of this letter as our logo. When you have your completed poster, please email me a copy to be approved, and we will discuss any changes or additions that need to be added. We will need four (11" x 17") copies to be delivered no later than 2 weeks prior to the event. This ensures enough time to promote this event within our walls. If you need help with printing or cannot deliver them in time, please let me know and I will be happy to help.

- Hand Painted Canvas

This 28" x 42" hand painted canvas is what will hang on our wall representing your organization the entire day of the event. This should say the name of your organization and can be decorated with artwork that reflects your mission, or whatever you feel epitomizes your group. The canvas will hang vertically on a rod, so we ask that you leave a few inches on the top edge so we can fold a crease. We would ask this canvas be delivered no later than the Friday before the event. The materials to make this canvas can be found at The Studio Store in Johnson, The Drawing Board in Montpelier or Joann's Fabric.

- Dedication Letter

The dedication letter is an insert into our check presenters and is (5" x 7"). This is a write-up on your organization that will be inserted into our check presenters and given out with each take out order the day of your benefit bake. The dedication letter can have your logo and/or pictures but also should include information on your organization; your mission statement, history, goals, contact information, what, if specific, the benefit bake proceeds will go toward, and general ways on how to get involved with your organization.

- Social media and spreading the word

We do ask that you join us for dinner on the night of your event, bring your friends, tell your community. Tag us in your social media posts and we will reshare, our handle is: @flatbreadstowe

I know that was a lot of information, so please keep this email to use for future reference. If you feel your organization is interested, please fill out the attached application and email to Rachael@flatbreadhearth.com

If you have any questions at all please feel free to contact me.

Best,

Rachael Harvender

BENEFIT BAKE APPLICATION

(To be completed by the organization)

Date Submitted: _____

Name of Organization:

Address:

Is this the same name and organization we should issue a check to? Yes: _____ No? (Provide Name): _____

Contact Person(s):

Telephone: _____

Email: _____

Website: _____

Best time of year for your benefit and why:

Brief description of what the organization does:

(Attach promotional material if you wish)