



Benefit Bake Application & Guidelines

Part of our mission at Flatbread Catering is to support local organizations and charitable events that have an impact on our community. The primary way that we accomplish this is through Benefit Bakes. This guideline spells out the responsibilities that we both have, in order to create the best chance for a successful Benefit Bake for your organization.

Step One: Please indicate which Benefit Bake option your organization would like to have. We understand that many organizations would like a 100% free Benefit Bake, but we ask that you evaluate your ability to contribute and consider one of the suggestions below when deciding on what you desire.

1. Your organization will pay actual cost for oven transportation to and from the event. This is calculated on a round trip mileage charge from Hampton NH and driver waiting time if applicable to your event
2. Your organization will reimburse Flatbread for the cost of the labor for the staff that Flatbread provides to support your event. This runs approximately \$25 per hour, per employee. Your organization may provide volunteers for some service positions. The size of your event will dictate the amount of staff needed.
3. Your organization will pay for the cost of the Flatbreads served at your event. These costs run \$8-10 dollars per flatbread.
4. Your organization will either provide biodegradable napkins, plates and corn-based utensils or reimburse Flatbread Catering for the expense of these items.

Note: Well-run, well organized, and well supported benefit events can raise hundreds and even several thousand dollars. The opposite can be true as well. Be sure to honestly assess your event's possibilities so you do not end up losing money. Be creative in your fund raising efforts. Some suggested ways to raise funds are to raffle donated items, hold silent auctions or live auctions, have interesting entertainment that will draw

people to your event or sell tickets for slices or whole pizzas, in advance if possible, or day of ask for \$5 per slice “donation”. Any and all efforts you make will help in your success. The good news is that a Flatbread Benefit Bake is provided to your organization at our actual costs, as best as we can determine it, so your organization will enjoy the Flatbread Experience with the least possible monetary impact on your event.

Step Two: Complete the application and return it to Heather O’Hara.

Email: MobileOven@FlatbreadCompany.com

Snail mail: Flatbread Company, Attn: Mobile Oven, 61 High Street, Hampton NH 03842

Step Three: We will qualify your organization or charitable event for your Benefit Bake. Be advised, we stay away from direct or hot political issues. We support organizations that we feel would have broad support from most of the human race. If you do not qualify and feel your organization should be reconsidered for a benefit, feel free to contact John Meehan at 603-926-9401 to discuss your organization’s efforts.

Once your organization is qualified, we must discuss the ways that you will get the word out about your benefit bake. 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.

Other Suggested Initiatives (please check off ALL that you will do)

- Have a representative of your organization contact local newspapers weeks in advance to see if they might put a notice in the paper for you. Most newspaper run weekly calendar sections and would be happy to publicize any non-profit event.
- Publicize your event in a newsletter or special mailing to your supporters. Please include us in your mailing(s) and/or send us a copy of your newsletter.
- Contact your supporters via email. Be sure to include Flatbread Catering in your email: MobileOven@FlatbreadCompany.com
- Post the event on your web site and Facebook page as well as any other web sites that might support you. Blogs can be used as well. If a website, Facebook or blog are used, please write the URL here:

- www. _____
- Facebook organization name _____
- Twitter account name _____
- Print up flyers and hand them out at previous organizational events or gatherings you hold. Please bring/send us a copy.
- Contact a local radio or television station for a free mention.
- Make posters and ask merchants to post in their shops.
- Start a calling chain to personally request attendance from your supporters

Reminder: Again, provide us with a copy of all printed or posted material

- Hand paint a canvas banner measuring approximately 3' X 3' that includes the name of your organization (No plastic, computer generated signs please). You can hang this at your event

Step Four: Prepare and distribute a post-event press release to the local newspaper and/or other media sources. This is a great way to say thanks to you supporters and to bring continued awareness about your event. This will help you continue to build your event for the years to come.

Please do your part to make your Benefit Bake a success. Benefit Bakes are a highly sought after event opportunities for many local causes and organizations. In other words, there are more organizations that want to hold these Benefit Bakes with Flatbread Catering than we have available dates. So, please do not waste it. For the sake of those other organizations, if you feel that you are unable to make the commitment to do the things necessary to insure a successful bake, then please do not apply.

Finally, we would like to thank you and your organization for the efforts that you are making to better our world. You are an important part of the fabric of this earth. You are making a difference! If you have any questions, please contact Heather O'Hara (603) 926-6111.

BENEFIT APPLICATION

(To be completed by the organization)

Date Submitted: _____

Name of Organization: _____

Address: _____

Contact Person(s): _____

Telephone: _____

Email: _____

Website: _____

Desired date of event _____

Circle the type of sponsorship or benefit bake you are requesting as defined on page 1:

1. 2. 3. 4. other

Note: Suggested alternatives or a combination of our suggestions to what type of benefit are welcomed. We are also happy to discuss your event and brainstorm ideas to come up with what the best fit would be.

A deposit may be required to secure your event date. The deposit will be applied towards the cost of the event. If applicable, the deposit will likely be 50% of the anticipated cost of the event.

Please write an informative summary describing your organization or effort. You may include a brief history, your purpose, your goals, and a listing of the different activities that you have chosen to go along with your benefit bake (i.e. silent auctions, raffles etc.). Place an emphasis on what you will be doing with the proceeds from your fund-raising efforts in the community or for the charity.

