FUNDRAISER GUIDE FOR THE EVENT HOST

- **What is a CPK Fundraiser?**

We're ready to help you raise money with a Fundraising Event. These great events are easy to set up, fun to attend and everyone you invite will enjoy delicious food from CPK's innovative menu. Best of all, 20% of all purchases generated by the FUNdraiser will go directly to your 501c3 organization or non-profit school! We give priority to groups that focus on children, education and youth sports.

- **Here's how it works:**

Together, we'll come up with a date and time for the Fundraiser and put it on our calendars. CPK will provide you with a flyer filled in with the event information for you to copy and distribute to your database and local supporters.

- **Let the fun begin!**

Guests who are Fundraiser participants will need to present a Fundraiser flyer to their server to enable their check to count toward the Fundraiser. After the event, we will cut your organization a check for 20% of the sales from the event. It's that easy!

Please give the General Manager at your local CPK a call when you're ready to begin organizing your event. We look forward to hearing from you.

- **A successful Fundraiser in 6 easy steps!**

We're excited that you've decided to have a FUNdraiser with us! Here are 5 easy steps to follow in order to get the most out of your event:

1) **Plan ahead –** be sure to plan your event at least a month in advance so you have enough time to get it on as many people's calendars as possible.

2) **Fill out your W-9 and fundraiser agreement and get it back to your contact at CPK** – so we can get your check cut and returned to you as soon as possible after the event.

3) **Get your pre-designed flyer and email from CPK, and get the word out at least 30 days prior to the event**. Make sure that your guests understand that they need to bring the flyer to the event to enable their check to count toward the FUNdraiser.

4) **Spread the news, spread the news, spread the news!** Here are just a few promotional ideas that have proven useful in the past and are sure to help make your event a success!

- School or Organization Website Announcements or e-mail blasts
- Newsletters
- Word of Mouth
- Flyers handed out in as many places as possible! (Classrooms, Lunchrooms, Sports events, etc.)
- School Loud Speaker or Sports PA Announcements
- School or Organization Calendars

5) **Make it a friendly competition!** Get additional classes involved. Whichever class raises the most money can win a CPK Pizza Party (up to 30 people) - complete with individual pizzas and a Free CPKids Meal Certificate for their next visit (for kids 10 and under)! Your school can also provide some incentives to generate participation in the fundraiser to make the most money for your school like: a dress down day, a homework pass, a hall pass, extra credit point or any other "incentive that your school offers to the students.

6) **Remember**, the more people who come in, the more money your organization gets back in return!

Helpful Reminders

- Please remember that flyers may not be distributed in the restaurant prior to or during your event.
- Do not leave flyers in public areas (i.e. on parked cars, in mall food court), but instead give to actual supporters of the organization.
- Do not to create any additional materials with the use of the CPK name and/or logo or release information to the press without approval from a California Pizza Kitchen Marketing Representative.
- After your event, a check will be cut for 20% of the sales from the event (excluding tax and gratuity).
- Your local CPK will receive your FUNdraiser check within 10-14 working days from the day of your event and will contact you when it's ready for pick up.

Your CPK Contact's Name: Ali H. Almazar

Contact's Phone #: 314-909-0333 or 314-324-6370 cell