PIZZERIA WITH A Purpose

EVENT GUIDE

PEPPERS PIZZERIA

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Thanks for choosing Peppers Pizzeria as your fundraising and awareness partner! In this guide, you'll find all of the answers, steps, and resources needed to ensure the success of your event.

We began giving back to the community in 1998 when our ovens first started churning out delicious pizza. With this new platform, you'll be able to plan, organize, and promote your fundraiser easier than ever before.

Visit **pepperspizzeria.com/purpose** to learn more.

Steps to Ensure a Successful Event

30 OR MORE DAYS OUT Submit your event application for approval online through our online form at **pepperspizzeria.com/purpose**. Be strategic in picking a date: review any other events, holidays, etc that may have an impact on your guest attendance. You should receive an approval or denial from Peppers via email within 3 business days.

25 DAYS OUT Once your event has been approved, organize a small group to handle the specifics of promoting your event. Remember to utilize both our print and digital marketing tools. While digital is extremely cost effective, printing flyers also has its advantages. Our toolkit is located online at **pepperspizzeria.com/toolkit**.

21 DAYS OUT Create a Facebook Event and share with your friends.

7 DAYS OUT Create another social media post from our marketing tool kit –encourage people to share & RSVP to your event on facebook. Also remember to communicate to the Peppers location manager the number of guests you expect to attend.

1 DAY AWAY Remind your guests on your Facebook Event Page and be sure to post again reminding anyone else about attending your event. You can also send a text message or email.

DAY OF EVENT Arrive early to ensure proper set up. Also, be sure to communicate with management and guests throughout the event.

1-2 DAYS AFTER EVENT Be sure to thank all of your supporters and event attendees.

14 DAYS AFTER EVENT Collect your check from Peppers.

DO YOU HAVE PROMOTIONAL MATERIALS FOR YOUR ORGANIZATION?
BE SURE TO BRING THEM TO THE EVENT TO GIVE TO YOUR GUESTS!

Event Dos & Don'ts

- ✓ **DO** Submit your application no later than 30 days before the date you wish to have your event
- ✓ **DO** Get permission before promoting at other businesses or private properties
- ✓ **DO** Invite your family and friends!
- ✓ **DO** Create your own hashtags and tag us in any promo
- ✓ **DO** Let your location manager know approximately how many people will attend

- ✗ **DON'T** Wait until the last minute to promote
- ✗ **DON'T** Forget to promote your event

Frequently Asked Questions

How much money will I raise?
How much your group raises depends on a number of factors including how many guests attend your event and how much money they spend.

How long will it take for my application to be approved?
Please allow up to 3 business days for us to review your application

When will I receive my check?
You should receive your check within 14 days.

My event was a success! Can I do it again?
Absolutely! We recommend waiting 30-60 days between your events to ensure success. If you'd like to schedule an event sooner, contact our office at **985.446.0075** or **marketing2@premierfoodgroup.com**.

My event did not go as well as I thought. What did I do wrong?
Events have different levels of success depending on a variety of factors. Remember that while you may not have reached your monetary goal, another goal was reached by raising awareness of your organization that will benefit you in the future.

Will there be another Give Back Night on the same night as mine is scheduled?
No, we schedule only one (1) Give Back Night on a date.

Can I bring my group related materials for the event?
Yes, we will have designated areas for you to display organization info. Please communicate with the location manager about any special needs you may have.

Who should I contact for additional questions?
Please contact the General Manager of the Peppers' Location where you're having your event.

Policies & Procedures

Please make sure that you read and understand all policies and procedures.

- Peppers receiving an event request does **not** guarantee the booking of a Pizza with a Purpose night. We will contact you to let you know if you are approved or denied within 3 business days.
- We will donate 15% of all applicable orders:
  - Only full-priced items are applicable.
  - Purchases made with Gift Cards are not applicable.
  - Dine-in, Take-out, and Phone orders only. ASAP & Online Orders are not applicable.
- Pizzeria with a Purpose nights are held on Thursday nights. To make arrangements for a different night please contact the corporate office **985.446.0075** or **marketing2@premierfoodgroup.com**.
- Seating cannot be guaranteed for large parties. Even though it is the organization's scheduled day, we are unable to give preferential seating. A large party may have an additional wait or may not be able to be accommodated at a single table due to business volume.

Need to Contact Us?

If you have questions, concerns, or issues reguarding your fundraiser night, contact:

CORPORATE OFFICE

985.446.0075
marketing2@premierfoodgroup.com

PEPPERS PIZZERIA RESTAURANTS

Thibodaux – 985.446.0006
Houma – 985.872.0006

Ask to speak to the General Manager