



We are very excited to share our Dough Raising Program with you for the 2021-2022 academic year.

We hope you have a wonderful year full of successful and fun Dough Raising Events. We are here to help you with any ideas you may have for success. Listed below are some details about Dough Raising Events at Domino's for the 2021-2022 school year. Please be sure to read through your packet thoroughly. We look forward to serving you!

When: Typically, **Tuesdays** from 11:00 a.m. to 10:00 p.m. (we are open to scheduling Monday – Wednesday and at various hours of the day between 10:00 a.m. to 10:00 p.m.)

What you get: 20% of sales that use your Dough Raising Event code during the hours of your event.

How to make the most money: Promote, promote, promote the event! If people are excited about your event, they will support your event. You will need to compel students and their families to order from Domino's that day. Our most successful events involve a little competition among grades or classes. Be sure to come up with ways to involve parents too; they like to be part of a little friendly competition as well. Use flyers, marquees, websites, newsletters, bulletins, announcements, etc. to inform your school about *Dough Raising Events*.

All events **MUST** be booked at least 30 days in advance.

Let us know when you would like to schedule your 2021-2022 *Dough Raising Events*! We look forward to working with you soon!

For more information or to set-up your Dough Raising Event please contact:

Molly Pronko
Marketing Coordinator
Domino's Team Washington, Inc.
mpronko@teamwash.com



Domino's Dough Raising Events provide a great opportunity to raise funds while building school spirit and enthusiasm. Below are some guidelines to help make your Dough Raiser a success.

Responsibilities of Domino's:

- Provide social media friendly materials (ex: Facebook cover photos, Instagram posts, etc.)
- Provide Real Estate Signs for school property promoting your event
- Provide ample staff to accommodate Dough Raising Event orders
- Provide payment of Dough Raising funds within 60 days of your event
- Provide a Dough Raising Contract
- Provide personalized digital materials to promote your event to students/parents

Responsibilities of PTA/School:

- Distribute digital Dough Raising materials as needed
- Use effective communication methods to promote the event to students and faculty members (i.e. digital flyers, newsletters, social media, etc.) as often as possible prior to the event.
- Signed Dough Raising Event Contract
- No soliciting on Domino's property (out of respect for our customers picking up their dinner at our store)

Ideas to help make your Dough Raiser a success:

- Advertise your event on Social Media, include details about why participation is important
- Advertise the Dough Raising Event via your school's digital newsletter or email updates.
- Place real estate signs around your school.
- Promote the Dough Raising Event using:
 - Contest: Ask principals to "take over" a class for a morning or afternoon session for the class with the most orders (have parents email or post receipts or photos of pizza boxes)
 - Drawing: Everyone that shares your event on social media is entered into a drawing for school swag or a yearbook or pizza.
 - Teacher Incentive: All teachers who tell their class about the event are entered into a drawing for a free pizza (for them and family). Have them wear our stickers and remind the kids of your event as they leave for the day.
 - Student Excitement: Hold a pizza drawing contest the week before and have students email photos in (pick a winner and announce on the day of the fundraiser)
 - Pick a Theme: Order in your PJs, dessert night, school pizza day, etc.
 - Other Gimmick: If we achieve \$1,500 in sales, we will have a special visitor in all classes (maybe some local mascot or minor celebrity).

If you have any questions or require any further information, please don't hesitate to contact Lauren Kibler, Marketing Coordinator for Domino's Team Washington, at 703.734.7080 or via e-mail at mpronko@teamwash.com

**DOMINO'S TEAM WASHINGTON PARTNERSHIP AGREEMENT
2021-2022 SCHOOL YEAR**

School Information

School Name: _____
Name on Funds Check: _____
Address to Send Check: _____
School Main Phone Number: _____ Emergency Contact: _____
Principal: _____ PTO/PTA President Name: _____
Number of Teachers: _____ Students: _____ Staff: _____
Your Name: _____ (H) _____ (C) _____
(E-MAIL) _____

Dough Raising Events dates requested: _____

Alternate dates requested: _____

Community Sponsor Information

Name: Domino's Team Washington, Inc.
Address: 1600 Spring Hill Road, Suite 100, Vienna, VA 22182
Phone Number: 703.734.7080 x148
Point of Contact: Molly Pronko, Marketing Coordinator
E-mail Address: mpronko@teamwash.com

No Soliciting Policy

The school, parent organization, and any other person associated with them will not solicit on Domino's property. All events are to be promoted and marketed outside of our store, before your event.

Goal of Partnership Agreement

To recognize and reward achievements while promoting a positive interaction between the school and business community.

Partnership Activities

With the expectation that a school will host a minimum of two Dough Raising Events with Domino's Team Washington, Team Washington will:

- Host/Staff Dough Raising Events in support of the PTA/School where it can earn 20% of sales during the specified event times.
- Provide additional fundraising or partnership opportunities to the school as requested.
- Provide a check for funds raised within 60 days of your event.
- Provide incentives in the form of donations. The PTA/School should evaluate their needs and contact the Marketing Manager for custom created donations at least one (1) month in advance. Domino's will determine the appropriate amount given based on inventory and other factors.
- Provide Honor Roll or Attendance Certificates at the request of the school. This can be utilized at any time after your first Dough Raising Event (25 or less).

The School will:

- Sponsor and promote a Dough Raising Event with Domino's.
- Send out Domino's printed material (at discretion of school officials) advertising our age appropriate events or promotions.
- Consider using Domino's for the school's catering needs (i.e. teacher meals, meetings, etc.).
- Contact Domino's Team Washington's Marketing Manager regarding upcoming school sponsored events and/or activities that would provide Domino's Team Washington with a viable marketing opportunity.
- Promote the Dough Raiser by: _____ (Use effective communication methods i.e. announcements, fliers, newsletter, social media, etc. to publicize and promote your Dough Raiser prior to the event. The more you promote your event, the more people will attend and the more money you can earn!)

Please indicate which of the following customized materials you would like to use to promote your event (select as many or few as needed):

- Digital Flyer
- Facebook Post
- Facebook Cover Photo
- Instagram Post
- Real Estate Signs
- Stickers
- Other: _____

Both parties have reviewed the outlined responsibilities and suggestions that support a partnership that is beneficial to both the PTA/PTO/School and Domino's Team Washington, Inc.

School/PTA Representative

Date

Molly Pronko, TWI Marketing Coordinator

Date

Participating Store #s: _____ (internal use only)