

IN KIND, OR OUT OF POCKET?

A Strategic Approach to Sponsorships and Donations

Presented by: Heidi Brice, Puff 'n Stuff Catering



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EVENTS | CATERING

Passionately Perfecting Life's Celebrations



HELLO, MY NAME IS...

Heidi Brice, Director of Catering
Puff 'n Stuff Catering & Events

- Markets
 - Orlando, Florida
 - Tampa, Florida
- Employees
 - 75 full time
 - 525 part time
- 37 years
- 2016 Annual Revenue \$12.5 M

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YOU WILL LEARN...

- How to reduce the number of sponsorships and discounts
- A specific pathway for evaluating and determining the right sponsorships
- A process for sponsorships and discounts
- Tools for applying this process to your company

TO DO THIS, WE WILL EXPLORE WHY, WHAT, WHO AND HOW TO CREATE A COMPANY SPONSORSHIP PROGRAM



PERHAPS YOU HAVE HEARD THIS BEFORE...

“You sponsored last year, can you sponsor again this year”

“Hey friendor, my new shop is opening can you provide food”

“I USED YOUR COMPANY 5 YEARS AGO,
CAN YOU SPONSOR OUR CHARITY GOLF
TOURNAMENT. WE WILL MENTION YOUR
NAME IN THE WELCOMING SPEECH”

**“IT’S FUNDRAISER FOR ANNUAL
PRE-SCHOOL PLAY, AND WE ARE
LOOKING FOR SILENT AUCTION PRIZES”**

“This is a great networking event, we will give you
a table in the back if you provide light bites for 450,
by the way, you are the only caterer we are asking”

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WHY?

- 2014 we had over \$1M listed as “discount” business in Caterease
- This was a mix of: tastings, donations, marketing, promo, Owner’s executive, booking incentive, gift certificates and 34 more.. lumped into one
- Sales members could create a discount and list any reason to justify
- No progress to evaluate ROI
- No tracking
- No one monitoring or authorizing opportunities

WHAT?

- Needed a process with goals in mind
- Understand how money is being used
- Determine appropriate time frame for accepting
- Control –dictate where your logo is being placed and how it is being placed
- Premium Brand placement -the day of the event – (typically the caterer is giving up the most amount of expenditure from a vendor standpoint), so we should be front and center

WHO?

- Community
- Venues
- Vendors
- Internal team



How?

- Our plan for now!
- How do we evaluate the current data?
- Streamline the process
- Integrate the process into the Website
 - Separate the Relationships – this process helps to have a professional communication versus the sales team feeling obligated to their client or vendor friend

OUR PROCESS

1. Set up taskforce between marketing, sales and finance
2. Evaluated current “discounts”
3. Created discount policy that outline each type of opportunity, requirements, impact on commission, discount %, approval, submission deadline and how each should be listed in Caterease
4. Cleaned up and adjusted “discount comment” in Caterease
5. Created supporting documents:
 - Client facing charity request form
 - Sponsorship submission form for SEP
 - Webpage for community to learn about our requirements and how to submit a request
 - Templates for various branding gift certificates
6. Evaluated new data and fine tuned process



- OUR DIFFERENCE
- OUR STORY
- OUR TEAM
- OUR COMMUNITY
- OUR LOCATIONS
- CONTACT US

Our Community

For the past 30 years, Puff 'n Stuff Catering has been committed to helping the local communities within Central Florida and Florida's West Coast. We recognize that the members of these communities are our customers, to whom we are privileged to provide culinary and event services. To show our gratitude and support, the team at Puff 'n Stuff Catering have chosen to focus our community engagement efforts in ways that will specifically benefit local residents and our clients.

We are proud to offer the following three forms of donations below. Please note that applicants must be a legal 501(c) in order to be considered.

Silent Auction Gift Certificates

To request for a silent auction gift certificate please submit the completed [donation request](#) form to community@puffnstuff.com a minimum of 60 days prior to your event. Gift certificates are applicable on food and beverage services, labor and in-house rental items.

In-Kind Donations and/or Event Sponsorship

To request an in-kind and/or event sponsorship donation, please submit the completed [donation request](#) form to community@puffnstuff.com a minimum of 60 days prior to your event. In-kind donations services are determined on a case-by-case basis and may include food and beverage services, labor and in-house rental items.

Food Donation Request

To be included on our donation food list, please email your complete contact information and 501(c) status to community@puffnstuff.com. When food donations opportunities arise, you will be contacted. All food donations require a formal letter of intent not to sell the items received prior to approval.

Start Planning Your Event



Planning Tools



Contact a Special Event Planner



Get Inspired by Our Blog



Delivery and Pick Up Options

What Clients are Saying...

"If the quality and taste of your food is important to you, this is the place to go! My guests still talk about how delicious the food was! Heidi and



Internal Use Only

Market: Orlando

Rec'd by: _____

Charity Donation Request Form

- Requests must be submitted 60 days prior to your event to allow time for review and approval.
- Applicants must be a current 501(c) organization to be eligible for consideration.
- Please submit your request and this form to community@puffnstuff.com.

Organization Information

Name Organization: _____ EIN/Tax ID #: _____
Mailing Address: _____ 501(c) Status: _____
City, State, Zip: _____ Website: _____
Contact: _____ Cell: _____ Email: _____
Has this organization received a Puff 'n Stuff donation in the past? No If yes when? _____
Are you willing to recognize Puff's contribution? No If yes, briefly describe: _____
Are you/organization a Puff 'n Stuff client? No If yes, who is your SEP? _____

Event Information

Event Name: _____ Date and Time: _____
Location of Event: _____ Event Website: _____
Purpose of the Event: _____
How will the funds raised be used: _____
Community the event will serve: _____ Expected # of Attendees: _____

Request Type: ☐ Silent Auction GC ☐ Food Donation ☐ Event Sponsorship/In-kind

Please list any and all food & beverage requests:

Please list any and all rentals requests: _____

Signature of Applicant: _____ Date: _____

By signing this form, I verify that I am an authorized agent of the requesting nonprofit and that this organization qualifies for 501(c)3 tax-deductible contribution as defined by the IRS and is in full compliance with the USA Patriot Act.

For Puff 'n Stuff Catering Use Only

Date Received: _____ Donation Awarded: _____
WD Certificate #: _____ Notes: _____
Authorized By: _____ Delivery Information: _____

Due to a high volume of requests, we must gather very specific information to determine which opportunities we are able to participate in. Friends and clients of PNS will receive priority consideration. Submission of this request does not guarantee that your request will be fulfilled.





SEO # : _____
Lead SEP: _____
Market: --Select One--
Today's Date: : _____

Sponsorship/Discount Request Form

Please submit this form with completed SEO to Director of Sales for approval.

SEO must reflect full retail value on all F&B, service and in-house rentals.

For additional details about the policy and discounts PNS offers, [click here](#)

Event Details			
Client/Organization: _____	Party Name: _____		
Site Name: _____	Event Date: _____		
Booking Contact: _____	Email _____	Cell _____	
Site Contact: _____	Email _____	Cell _____	

Discount Comment: --Select One--

If Marketing Promo, what kind? : --Select One--

The Investment (Expected)		
Item	Retail Cost	Payment Form
Registration & Power/Internet Upgrades	\$0.00	--Select One--
SEO (Full retail value on F&B, service & in-house rentals)	\$0.00	--Select One--
Collateral Materials	\$0.00	--Select One--
Décor/Display	\$0.00	--Select One--
Miscellaneous (Additional labor, parking, etc.)	\$0.00	--Select One--
Total:	0	

Return On Investment (Confirmed)		
In order to get approval for this request, we must receive confirmation on the following sponsorship/discount benefits that Puff 'n Stuff Catering will receive in return for participation. Please check all benefits that apply:		
<input type="checkbox"/> Min. of 2 event tickets	<input type="checkbox"/> Event photos (professional)	<input type="checkbox"/> Preferred agreement
<input type="checkbox"/> Sole catering company	<input type="checkbox"/> Speaking engagement	<input type="checkbox"/> Exclusive agreement
<input type="checkbox"/> Branded table tents	<input type="checkbox"/> Logo on event website	<input type="checkbox"/> Premium event placement
<input type="checkbox"/> Attendee list provided	<input type="checkbox"/> Logo on invitation	<input type="checkbox"/> Signage on site
<input type="checkbox"/> Social media coverage	<input type="checkbox"/> Logo on thank you	<input type="checkbox"/> Association membership
Other _____	Other _____	Other _____
In addition to the above items, please explain the reason for the sponsorship/discount and list any additional expected forms of ROI. _____		

Approved by: _____ Date: _____ Approved by: _____ Date: _____



Puff 'n Stuff Catering Discount Policy

Puff 'n Stuff Catering is pleased to offer the following 15 different types of discounts.

Please note that all SEO's containing a discount must be completed using FULL RETAIL value for ALL items.

All SEOs must be entered into Caterease using the appropriate Discount Comment.

To access the most current request forms, please use the links embedded in this document every time.

Discount Comment	Requirements & Conditions	Commiss Rate	Discount Offered	Managed/ Approved	Submit Deadline
In Kind Donation (Charity events with services provided)	<ul style="list-style-type: none"> Must be legal not-for-profit organization (501c required) Charity Discount Request form for approval Requires completed SEO attached to above form for approval 	0%	Various %	Sales Director/ Olivia	60 days
	Discount applies to: ✓ F&B ✓ Service ✓ In-house Rentals				
Silent Auction GC Added to Caterease as payment option	<ul style="list-style-type: none"> Must be legal not-for-profit organization (501c required) Charity Discount Request form for approval Must include certificate WD# in payment field <p><i>Future Need: Chef's table experience (in Tampa)</i></p>	N/A	\$500.00 with minimum bid request of \$250.00	Olivia	60 days
	Discount applies to: ✓ F&B ✓ Service ✓ In-house Rentals				
Food Donation Not accounted for inside of Caterease	<ul style="list-style-type: none"> Must be legal not-for-profit organization (501c required) Requires formal letter of intent not to sell (completed by client) prior to approval 	N/A	Food Only	Olivia	N/A
	Applies to surplus food that has not been sold. Applies to "leftover" food from a client event (must be accompanied by proper proof of safety food handling process).				
Guest Recovery Added to Caterease as payment option	<ul style="list-style-type: none"> Must include certificate WD# in payment field Includes refunds SEP to manually enter discount amount using discount tool 	100%	Various \$	Sales Director & Olivia	N/A
	Discount applies to: ✓ F&B ✓ Service ✓ In-house Rentals				

Discount Comment	Requirements & Conditions	Commiss Rate	Discount Offered	Approved By	Submit Deadline
WD Executive	<ul style="list-style-type: none"> Applies to Warren's off site events only SEP assigned by sales director SEO created out by SEP 	0%	Various per Warren	Sales Director	N/A
	Discount applies to: ✓ F&B ✓ Service ✓ In-house Rentals				
WD Internal	<ul style="list-style-type: none"> Applies to Warren's events/lunches that take place inside commissary SEO filled out by Olivia Not a menu tasting 	0%	100% per Warren	Olivia	N/A
	Discount applies to: ✓ F&B ✓ Service ✓ In-house Rentals				
Employee	<ul style="list-style-type: none"> Employee name must be entered in Client/Organization field Employee must have passed 90 days of employment Department manager communicates SEO details to sales director SEO create by SEP 	0%	30%	Sales Director	N/A
	Discount applies to: ✓ F&B 0% Service 50% In-house Rentals				
Friends & Family	<ul style="list-style-type: none"> Employee must have passed 90 days of employment Requires department manager approval Department manager communicates SEO details to sales director SEO create by SEP 	50%	10%	Sales Director	N/A
	Discount applies to: ✓ F&B 0% Service ✓ In-house Rentals				
Tastings	<ul style="list-style-type: none"> Applies to tastings that take place inside commissary 	0%	Various	SEP	N/A
Transfers	<ul style="list-style-type: none"> Internal ops 	N/A	Various	N/A	N/A

Discount Comment	Requirements & Conditions	Commiss Rate	Discount Offered	Approved By	Submit Deadline
Booking Incentive	<ul style="list-style-type: none"> Incentives are preapproved by kitchen, sales and marketing Annual incentives to allow for the easy creation of posters, e-blasts and other marketing materials SEP to manually enter discount amount using discount tool 	100%	Various	SEP	N/A
	Discount applies to: ✓ F&B ✓ Service ✓ In-house Rentals				
Marketing Promo Event	<ul style="list-style-type: none"> Submit Sponsorship / Discount Request form to sales director Requires completed SEO attached to above form for approval Requires Sponsorship/Discount ROI form (completed during sales meeting after event) Discount also applicable decor <p><i>Event Types: Bridal Show, Business Expos, meet & greet, venue blitz, community events, association and industry meetings, photo shoots, marketing promo event trade.</i></p>	0%	100%	Sales Director & Marketing Manager	60 days
	Discount applies to: ✓ F&B ✓ Service ✓ In-house Rentals				
Vendor - Preferred	<ul style="list-style-type: none"> Referral field required: Must input company name (not contact) Submit Sponsorship / Discount Request form to sales director Requires completed SEO attached to above form for approval 	50%	10%	Sales Director & Marketing Manager	30 days
	Discount applies to: ✓ F&B 0% Service ✓ In-house Rentals				
Vendor - Trade	<ul style="list-style-type: none"> Submit Sponsorship / Discount Request form to sales director Equal or greater value trade amount (at full retail value) Vendor required to provided detailed contract for trade services Not included in sales promo/discount budget <p><i>Includes advertising trade agreements.</i></p>	0%	Equal Value of Trade Services	Sales Director & Marketing Manager	14 days
	Discount applies to: ✓ F&B ✓ Service ✓ In-house Rentals				
Venue Relationship	<ul style="list-style-type: none"> Discount relates to venue contract/commission Submit Sponsorship / Discount Request form to sales director Requires completed SEO attached to above form for approval 	50%	Various %	Sales Director & Venue Develop. Manager	30 days
	Discount applies to: ✓ F&B ✓ Service ✓ In-house Rentals				

OUR RESULTS

- Dramatic reduction in requests
- Most Gift certificates not being redeemed: Community page: Visibility
- Venue Sponsorship





QUESTIONS? COMMENTS?

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