



# BK BENEFIT NIGHT

## ORGANIZATION GUIDELINES

### What is a Burger King Benefit Night?

The BK Benefit Night program is designed to promote fundraising for local not-for-profit organizations. The fundraising event takes place at local BURGER KING restaurant on specified evenings. BURGER KING will provide hot, fresh, high quality food while the organization members are present promoting their cause. **The organization will receive 20% of the sales** above a pre-determined base sales average during the specified hours of the Benefit Night (see following template). Benefit Nights are available Monday through Thursday from 4:00 p.m. to 7:00 p.m.

### Why Should Your Organization Get Involved?

A Benefit Night can be a rewarding event for your organization. Not only do you raise dollars but you can help raise the awareness of your organization and its needs. A Benefit Night is easy to plan and execute but it does take a commitment from you to ensure its success.

### Here's How to Get Your Organization Involved.\*

- Stop in at your local BURGER KING restaurant and pick up a BK Benefit Night application. Or, you may go to [www.qdi.com/corporate/community.htm](http://www.qdi.com/corporate/community.htm) to print an application.
- Fill out the application completely. Please provide us with three date choices. Turn the application in at the BURGER KING location where you would like to have your Benefit Night.
- The Restaurant Manager will review your application. If your organization meets the Benefit Night criteria and one of your requested dates is available, you will receive notification within ten business days from our Marketing Department via email.
- The notification email will also include a pdf file of a flyer that has been customized with your organization's name and BK Benefit Night date. You can print the flyer and hand out or use it to post in the community. The pdf file is also ideal for emailing to your organization members.

## **Keys to a Successful Benefit Night**

The Benefit Night contribution formula is based on 20% of sales above average sales for that time period. If you fail to promote the event and sales are normal there is little benefit for you. On the other hand, if the event is promoted and there is lots of customer traffic, you have the potential to earn extra money for your organization's needs.

- Promote the event within your organization through newsletters, postcards or announcements at meetings.
- Print the custom flyer provided. Distribute to the community. Have your members display at their place of work. Email the flyer to your members.
- Send out press releases and public service announcements to local newspapers, radio stations and television stations.
- Have volunteers available during the event to welcome customers and distribute information about your organization.
- You are welcome to add some excitement to your Benefit Night with handouts, door prizes, decorations etc. that you provide.

## **Burger King Will Help You!**

- Posters may be displayed in the restaurant starting two weeks prior to your Benefit Night. In addition, bagstuffers (that you print) may be distributed at the restaurant.
- Weather and time allowing, the restaurant will display your Benefit Night on the marquee the day of the event, (For example: MAPLE SCHOOL BENEFIT TONIGHT 4PM – 7PM).
- Provide ample staffing and food to serve Benefit Night customers.

We hope our Benefit Night program offers your organization many opportunities. Following is a sample of the Benefit Night template to demonstrate how sales goals are determined.



® Another community involvement project sponsored by Quality Dining, Inc.

\*Quality Dining, Inc. reserves the right to determine the eligibility of Benefit Night partners.

