

## **Restaurant Event Marketing Support Tool Kit**

Intention: Create a sustainable system so restaurants can create, host and attend events with a world-class presence and build relationship in their communities.

Restaurants have many opportunities to represent Burgerville in our communities. Working with you, we have created tools to support you at your community events.

This Kit is a reference book to share what tools are currently available to you. If you have additional ideas, or custom requests, please reach out to the [marketingteam@burgerville.com](mailto:marketingteam@burgerville.com).

The most recent version of this Kit can be found on the Toolbox under Marketing.

### **Supplier Partner Participation in Your Event**

If you'd like a donation from a supplier partner or to invite a supplier partner to join you at your event, please contact [marketingteam@burgerville.com](mailto:marketingteam@burgerville.com) with your request. It's best to give as much notice as possible when inviting a partner to join you. We will work with Supply Chain to do our best to secure support for your event. Please include in your request:

- Which supplier partner you'd like to invite and why.
- The date and location of your event with your request.
- The anticipated guest count or sales forecast for your event.
- The theme of your event, if you have one.
- The time(s) you'd like the partner there, or provide time/shift options.
- By when you'd like to hear back with a confirmation of partner participation.

NOTE: If you have a personal relationship with a supplier and plan to make a direct request, share this with marketing. Our supplier partners make assumptions that Supply Chain and Corporate are aware of the requests they are executing. We want to honor their participation and be sure we thank them when we see them. Let us know how they support you in your events.