

Best for: Presales, community visibility, and zero product logistics

This fundraiser originally ran as a **sponsored partnership** between **A&W Root Beer** and **Ralphs Grocery Stores** — and it was one of the most efficient, high-visibility fundraisers cheer programs ever used.

How the Original Program Actually Worked

- **A&W arranged the product** directly with Ralphs
- Schools **did NOT pay** for ice cream or root beer
- Product was donated because the **promotion and exposure were valuable advertising** for both sponsors
- Cheerleaders sold **\$1 presale float tickets** at school
- Families redeemed tickets at the grocery store over the weekend
- No-shows = **still pure profit**

❖ The store provided product *on site*, eliminating storage, transport, and food-safety concerns.

Why This Model Was a Win for Everyone

For A&W

- Brand exposure
- Family-friendly promotion
- Community goodwill

For Ralphs

- Increased foot traffic
- Local school partnership
- Inexpensive product cost for high visibility

For Cheer Programs

- No upfront inventory
- Guaranteed income from presales
- Extremely low stress
- High visibility in the neighborhood

A&W Root Beer — “*Floats for Funds*”

How to Recreate It Today (With or Without Product Donation)

Even though the official program was discontinued, the **model is still easy to replicate.**

There are **two realistic approaches today:** Contact your local grocery store manager (Use the sample phone script & Email/letter provided below)

Option A: Request Product Donation (Preferred)

- Position the event as **advertising & community promotion**
- Emphasize student involvement and weekend foot traffic
- Highlight signage, balloons, and social media promotion

 Many grocery stores will still donate product because the **cost is minimal** compared to the exposure.

Option B: Pay Only for Product Used (Still Profitable)

- Store provides ice cream and root beer on site
- School reimburses store **only for product actually used**
- No need to transport, store, or keep ice cream cold

 Even in this scenario, **profits still exceed cost**, and logistics stay simple.

Sample Phone Script (Clear & Confident)

“Hi, my name is _____ and I’m the cheer coach at _____ High School.

We’re looking to partner with a local grocery store for a simple weekend **Root Beer Float fundraiser** at the store entrance. In the past, this was run as a sponsored community event where the store provided the product in exchange for promotion and foot traffic.

Our team would provide all volunteers, promotion, and cleanup — and we’d be happy to reimburse only for product used if needed.

Would this be something you’d be open to discussing or having me email details about?”

A&W Root Beer — “*Floats for Funds*”

Sample Letter / Email to Grocery Store Manager

Subject: Local High School Cheer “Floats for Funds” Community Event

Hello [Manager’s Name],

My name is [Your Name], and I’m the cheer coach at [High School Name], located nearby.

We’re hoping to partner with your store on a small, family-friendly **Root Beer Float fundraiser** featuring our high school cheerleaders. In the past, this event was run in partnership with A&W Root Beer and grocery stores like Ralphs, where the product was provided on site in exchange for community exposure and promotion.

Our team would:

- Promote your store to students, families, and alumni
- Decorate the entrance area with school colors and signage
- Provide all volunteers, supervision, and cleanup
- Sell presale tickets at school to guarantee traffic

We’re requesting:

- Space near the store entrance
- Root beer and ice cream provided on site
- (If necessary) reimbursement only for product used

This event has historically been a positive, low-cost way for stores to support local schools while increasing weekend foot traffic.

I’d love to talk through details and see if this might be a good fit for your store.

Thank you for supporting local students and schools.

Warm regards,

[Your Name]

[Title / School]

[Phone] | [Email]

A&W Root Beer — “*Floats for Funds*”

Day-Of Checklist

Store Provides (Preferred)

- Table
- Chairs
- Root beer
- Vanilla ice cream
- Cups & spoons

(No transport, no storage, no food handling off-site)

Coach / Team Checklist

- Presale float tickets
 - Signage (“Floats for Funds,” school name, prices)
 - Balloons (school colors)
 - Table covering
 - Cash box or money bag
 - **\$50 in \$1 bills** for change
 - Venmo / Cash App / Apple Pay signage
 - Hand sanitizer & gloves
 - Trash bags
 - Paper towels / wipes
-

Volunteers

- Cheerleaders (assigned shifts)
- Parent volunteers
- One adult managing money at all times

A&W Root Beer — “*Floats for Funds*”

Coach Pro Tip

Even if a store requires reimbursement for product, **this fundraiser still works** — because:

- Presales guarantee income
- Product cost is low
- No storage or transport headaches
- Visibility and community goodwill are high

That combination is rare.