***Basic Partnership Guidelines***

**Before the Moment**

* Review entire kit, worksheets and *ROI Calculator*.
* If you need additional *Large Posters* (11 x 17) for your restaurant, email Lazerquick directly.
* Establish Partner contact via phone or email and set an appointment to meet in person.
  + Document contact on the Community Outreach Tracking Log.
  + Put meeting on My BV calendar or use Outlook
  + Begin to fill in the *Before the Moment Partnership Worksheet*.
* Make additional hard copies of the following:
  + *Building Partnerships in the Community* document, to be reviewed in person with Partner.
  + Sample Partner Calculator

**During the face-to-face meeting:**

* Complete *Partnership Calculator* for partnerships located on the Toolbox, My BV page.
  + Establish goal for guest count frequency increase.
* Review *Building Partnerships in the Community* document with Partner.
* Select an Event date and time. A three or four-hour block of time (5 PM to 8 PM is recommended) on a weekday generally Monday, Tuesday or Wednesday.
* Review what support you will provide; reader board messaging, flyer templates, stickers, Facebook announcements (for restaurants with their own Facebook page).
* Discuss what role they will play and how they can support promoting the Event.
* Add Partnership Event related dates to My BV page calendar or use Outlook, be sure to include After the Moment dates as well.

**In the Moment**

* Review and implement the *Partnership Steps for In the Moment*.

**After the Moment**

* Submit the completed *Partnership Calculator* and the *Hourly Sales Report from POSI* within 24 hours after conclusion of the partnership by email to [servicedesk@burgerville.com](mailto:servicedesk@burgerville.com)
  + Have check sent to your restaurant.
* Complete *Thank You Letter* and send to the organization within 2 days.
* Deliver check to organization within 30 days of partnership, preferably in person.
* Complete *Partnership Worksheet (Before & After the Moment)* with partner.
  + File under organization name in a binder for future partnerships.
* Call organization 30 days after the partnership to request setting up another partnership!
* Review and complete forms:
* W-9
* Vendor Add Form
  + To be completed only if organization has not established vendor status with   
    The Holland, Inc.
* *Partnership Event Agreement*