



Fine Foods Advertising, Old Dutch and  
your Community Program.

A Chance to Win **\$5000 or \$2500**

towards a Community Program

**\$30 000 invested in our communities**

**May 1 to August 31 2019**





- The promotion is for each individual store to participate.

## NO COST TO RETAILER

- Program is for all Fine Foods Advertising Stores.
- Each store must sign the Promotion agreement form to register for the program. All agreements must be sent to [ron.zapotochny@olddutchfoods.com](mailto:ron.zapotochny@olddutchfoods.com)
- Fine Foods will supply a POS Sign to support the Community Program Promotion May 1 to August 31 upon confirmation of signing the program form.
- When a customer purchases any Old Dutch Product this will help the store achieve there growth in sales. No ballots, entry forms , etc... is needed to be filled out by the customer or store.
- Once the promotion is over a draw will be made in mid September. The winning stores will be contacted via the Fine Foods Advertising office. The Grand Prize Winners will provide the community organization they would like the cheque issued to and a date for a Community Presentation will be set up which will include the local media, City & Town Directors, Fine Foods Advertising and Old Dutch representatives.
- For any new accounts the amount of ballots will be capped at 10 ballots per store.



# Local Community Support Program

PROGRAM IS IN PLACE FROM MAY 1 TO AUGUST 31 2019



DATE

## Details of Program:

- Grand Prize – Win 1 of 4 - \$5000 per Prize – Donation – for your Community of your choice support!  
Grand Prize Draws – 2 (Alberta/Sask) and 2 (Manitoba/NW Ontario).
- Secondary Prize – Win 1 of 4 - \$2500 per Prize – Donation – for your Community of your choice support!  
Secondary Prize Draws – 2 (Alberta/Sask) and 2 (Manitoba/NW Ontario).



## Requirements:

- A display must be placed at the front of the store for Old Dutch Foods weekly or monthly promotions for the entire term of the promotion.
- There must be a Minimum of +2 Old Dutch Displays at all times.
- No competitor products shall be displayed near this area.

## Details:

- The promotion is up to each individual store if they would like to participate.
- Program is for all Fine Foods Banner Stores.
- Each store must sign the Promotion agreement form to register for the program.
- Fine Foods will supply a POS Sign to support the Community Program Promotion May 1 to August 31 upon confirmation of signing the program form.
- No ballots, entry forms, etc... is needed to be filled out by the customer or store.



## Ballots:

- \*Ballots - receive 1 Ballot if 3% of sales growth is achieved for the period stated. Plus receive an additional Ballot for every increase % over 3%.
- \*Example: 6% Growth = 1 ballot for 3% plus 3 additional ballots.

**\*Bonus: 1 ballot for Initial Displays set up - must send pic to Ron Zapotochny - which will only be activated if +3% sales \$ is achieved.**

Charity/Organization/Group you have chosen to support if you won the Grand Prize or Secondary Prize.

**Grand/ Secondary Prize =**

Must be signed before April 30 2019 in order to be part of the program.

ACCOUNT #

ROUTE #

FINE FOODS STORE #

DIST. NAME (PRINT)

STORE NAME

DIST. NAME (SIGN)

ADDRESS

BDM NAME (PRINT)

CITY

BDM NAME (SIGN)

CONTACT PERSON (PRINT)

DATE

CONTACT PERSON (SIGN)

\*ALL FORMS WHEN COMPLETED TO BE SENT TO RON ZAPOTOCHNY AT OLD DUTCH FOODS - [ron.zapotochny@olddutchfoods.com](mailto:ron.zapotochny@olddutchfoods.com)

\*WITH SIGNING THIS FORM YOU AGREE TO THE DETAILS OF THE PROGRAM AS PER THE COMMUNITY PROGRAM DETAIL PACKAGE.

\*IF AT ANYTIME THE DISPLAY AND THE ABOVE ARE NOT BEING FOLLOWED THE PROGRAM WILL AUTOMATICALLY BE VOID.