



Fine Foods Advertising  
Old Dutch Foods  
Community Program

Chance to Win 1 of 14 Prizes of **\$2500.00**

for Your Local Charity

**May 1 to August 31, 2020**



Total of  
**\$35,000**



Over \$83,000  
donated to  
local  
communities  
since 2017.



## 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 upon confirmation of signing the program form.
- When a consumer purchases any Old Dutch product this will help the store achieve their growth in sales. No ballots, entry forms, etc... are needed to be filled out by the customer or store.
- Once the promotion is over a draw will be made in **October** and all winning stores will be contacted. All winners will be required to let Fine Foods/ Old Dutch know of the community program they would like the cheque issued to and a date for a community presentation to include the local media and City or Town representative .
- For any new accounts the amount of ballots will be capped at 10 ballots per store.



# FINE FOODS ADVERTISING AND OLD DUTCH FOODS Community Program

*MAY 1 TO AUGUST 31 2020*

DATE \_\_\_\_\_

**Details of Program:**

**TOTAL INVESTMENT \$35,000**

- Win 1 of 14 - \$2500 per Prize – Donation – for your Community of your choice support!
- Grand Prize Draws – 7 (Alberta/Sask) and 7 (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.

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**Ballots:**

- \*Ballots - receive 1 Ballot if 5% of sales growth is achieved for the period stated. Plus receive an additional Ballot for every increase % over 6%.
- \*Example: 6% Growth = 1 ballot for 5% plus 1 additional ballot.

**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 2020 in order to be part of the program.**

ACCOUNT #	_____	ROUTE #	_____
FINE FOODS STORE #	_____	DIST. NAME (PRINT)	_____
STORE NAME	_____	DIST. NAME (SIGN)	_____
ADDRESS	_____	BDM/FF ASM NAME (PRINT)	_____
CITY	_____	BDM/FF ASM NAME (SIGN)	_____
CONTACT PERSON (PRINT)	_____	DATE	_____
CONTACT PERSON (SIGN)	_____		

\*ALL FORMS WHEN COMPLETED TO BE SENT TO FINE FOODS HEAD OFFICE - [bookings@finefoods.ca](mailto:bookings@finefoods.ca)  
 \*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.