



M&T Bank Stadium Fundraising Packet

ARAMARK at M&T Bank Stadium is looking for Non-Profit Organizations who are interested in participating in a fundraising program that is fun and exciting!

Each season, ARAMARK staffs many of its concession stands with Non-Profit Organizations (NPO's), as a means of raising funds for their activities. It serves as an alternative to traditional fundraising while developing teamwork and camaraderie in an exciting atmosphere – especially on the heels of a Championship win for our Baltimore Ravens! We are proud of our program and hope that we can help make a difference in the Baltimore area.

The ARAMARK nonprofit fundraising program is a dependable and lucrative source of income and has supported youth sports, churches, college fraternities, civic groups, and choirs. In addition to raising thousands of dollars for their organizations, groups learn to work as a team and operate in an honest, ethical and enjoyable atmosphere.

If your organization is well managed and is looking for such opportunities, we want to talk with you!

Once you have read this packet please feel free to contact me with any questions. If your organization is ready to come on board with ARAMARK, please fill out the Group Information Sheet on page 5 and send it back to me via email or fax.

Thank you for your interest in our program and I look forward to working with you in the future!

Sincerely,

Marianne Riker

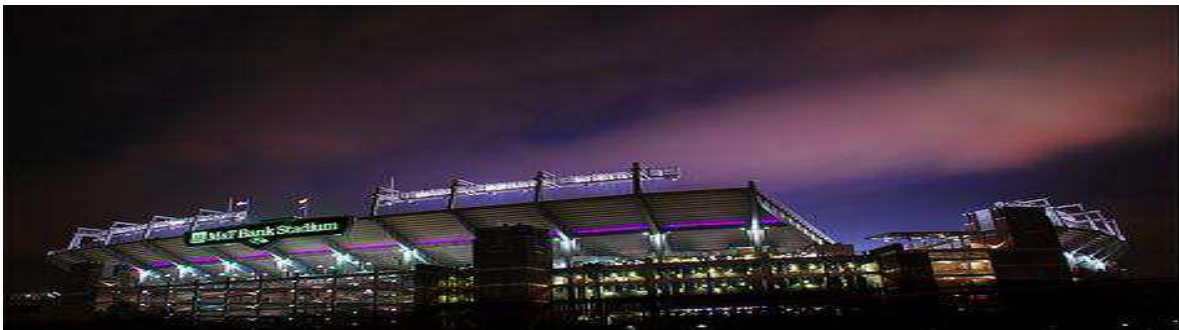
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ARAMARK OVERVIEW

ARAMARK Corporation is the world leader in providing managed services. We serve 2 million customers each day in 22 countries across the globe. In 2010, ARAMARK was named #1 in the Outsourcing Services Category on FORTUNE Magazine's "Most Admired Companies in America" list.

Today, no other single company provides as many different services to so many people as ARAMARK. The Sports & Entertainment division of ARAMARK, which ARAMARK at M&T Bank Stadium is a part of, provides managed services at over 170 locations.

Our dedication to customer and client services has allowed ARAMARK to be one of the most respected companies in the country that provides food, beverage and support services.



NPO BENEFITS AND EARNINGS POTENTIAL

NPO groups are paid a percentage of their concessions stand's total net sales for the event. See the chart below for an idea of what the sales might be based on the stand size and the game level. Percentages are based on stand type and number of games worked.

Type of Stand	Percentage	Average
Permanent Regular 13-16 people	9% (8% after each game; 1% retroactive)	\$500-\$800
Permanent Upper Concourse 5-6 people	14% (13% after each game; 1% retroactive)	\$200-\$400
Beer Portable 2 people	6%	\$100-\$200

NPO UTILIZATION

- ✚ At each event, individual Non-Profit groups will be assigned a concession stand or portable location to work. Stand size, concept, and location will be determined by management and will be based on the NPO group's capabilities, availability, size, etc.
- ✚ All NPO group members **must** complete certain training classes in order to work. Training will be provided by ARAMARK prior to group starting. Additional training will be provided as needed.
- ✚ ARAMARK management will ensure each group has completed all required training and will assist groups in the management of their stands.
- ✚ It will be each group's responsibility to show up approximately 3 hours before the gates open and begin their pre-game activities. These activities include completing opening inventory, setting up the registers and food preparation.
- ✚ Once the gates open, each group will be in charge of operating their stand until the closing of their stand. ARAMARK managers will guide all groups through the event day pre-counts and setup.
- ✚ Once ARAMARK management has determined that it is time to close the stand, it will be the NPO group's responsibility to close out their stand. These activities include, but are not limited to, closing out all registers, cleaning the stand, and completing a closing inventory with ARAMARK managers.

NPO REQUIREMENTS

Below are policies governing the use of the Non-Profit program. Groups are required to follow the policies and procedures set forth by ARAMARK management. These policies are intended to ensure that our guests receive the highest level of customer service. ARAMARK reserves the right to change, modify, suspend or cancel at any time any of the policies mentioned in this information booklet.

NONPROFIT TAX EXEMPT STATUS:

Group must certify that they are a Not-For-Profit, tax-exempt organization as defined in Section 501c of the Internal Revenue Code. The Non-Profit Group must verify with ARAMARK their tax-exempt status as accepted by the IRS. Documents needed: 501c form, W-9 form, copy of Federal ID Number.

LETTER OF DETERMINATION:

A letter listing the goals of your organization, why you want to fundraise, and who the chairpersons are of the organization.

INTENT TO VOLUNTEER SERVICES:

All non-profit group members will sign a written statement at each event worked declaring their intent to volunteer and donate their services to their organization.

AGE REQUIREMENT:

All Non-Profit group volunteers must be at least 18 years of age with a valid ID present for each event.

TRAINING:

Group members must attend the appropriate training classes conducted by ARAMARK. Training includes but is not limited to TEAM (Alcohol Service), Guest Service, Food & Occupational Safety.

COMMITMENT:

Groups must commit to the entire season at the stadium. This allows for maximum earnings potential by providing consistency within our stands, and creates relationships between you and your guests.



GROUP INFORMATION SHEET

NPO NAME: _____

NPO AFFILIATION (IF ANY): _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PRIMARY CONTACT NAME: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

HOW MANY YEARS HAS YOUR GROUP BEEN ACTIVE? _____

WHAT IS YOUR FEDERAL TAX ID NUMBER? _____

WHAT IS THE PURPOSE OF YOUR FUNDRAISING? HOW WILL THE FUNDS BE USED? _____

HOW MANY VOLUNTEERS CAN YOU PROVIDE PER EVENT? _____

HAVE YOU PARTICIPATED IN FUNDRAISING LIKE THIS AT A SPORTS VENUE BEFORE? IF SO, WHERE AND IN WHAT CAPACITY? _____

ARE ANY OF YOUR VOLUNTEERS TEAM OR TIPS TRAINED? _____

DO YOU FORESEE ANY SCHEDULING ISSUES WITH EVENTS THAT ARE FLEXIBLE IN NATURE, I.E. FALL ON WEEKENDS, EVENINGS, AND OCCASIONAL HOLIDAYS? _____

Please email or fax this form back to Marianne Riker:

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410.230.8036 (fax)

410.230.8285 (phone)