



BENEFIT NIGHTS

We put the FLAVOR in Fundraising!

Want to raise money for your non-profit group in good taste? Pollo Tropical® will donate 20% of your event's sales to your organization. It's a fresh way to feed your fund and nourish your body with delicious tropical fare!

Your organization will receive 20% of the gross food sales GENERATED BY YOUR ORGANIZATION.

- This is counted by each event flyer stapled to a transaction receipt.
- A flyer must be presented with each transaction for the sale to count toward your fundraiser.

Does my Group Qualify?

Pollo Tropical® Smart Savings Cards is a fundraising program offered to non-profit organizations, i.e., schools, churches, athletic teams, civic groups, scout troops, and other organizations considered to be non-profit by the IRS. Pollo Tropical reserves the right to approve or deny, at its sole discretion, any request submitted for a Smart Savings Card program.

How it Works:

Contact us by fax (305) 670-6403 or e-mail lsmmarketing@pollotropical.com to determine the best date.

- Events are scheduled at least 21 days in advance and held Tuesday or Wednesday from 5-8pm.
- The date must be mutually agreed upon by your organization and Pollo Tropical.
- The restaurant selected for your Benefit Night must be within three miles of your meeting space.

Complete the Benefit Night Application which can be obtained online at www.pollotropical.com or from your local Pollo Tropical restaurant manager.

- Please fill it out completely and sign where indicated.
- Email or fax in your application as indicated on the form.
- All paperwork must be received prior to any Benefit Night being considered "booked" on the calendar.

Our marketing representatives will create a master flyer and e-vite for your group to use as an invitation to your event. It will be emailed to you at the email address you provide on the agreement.

- Your group will need to make copies and distribute, post on your website and email to your supporters.
- Upon request, Pollo Tropical can also provide a Media Advisory for you to send to local media contacts including school newspapers! We only ask that you provide us with a copy of any publication of the Media Advisory so we can celebrate along with your team!
- Stickers, posters and other helpful items may be available from Pollo Tropical while in supply.
- The most important factor to ensure a successful Benefit Night is to use your group's resources wisely. Once you submit your application, we will send you a checklist of useful tips for getting the word out.

We require a member of your organization to co-host the event and be on-site from 5-8pm. Your organization's representative must also be present at the end of the Benefit Night when receipts are tallied together with the restaurant manager and the donation amount noted. It is not mandatory, but we will welcome any volunteer participation from the hosting organization. This participation can include helping guests in the dining room or assisting people to their tables.

Benefit Nights for the same organization can recur up to once per month as long as they continue to be fruitful for both the organization and Pollo Tropical. Continued participation with an organization is solely at the discretion of Pollo Tropical.