

FIVE GUYS®

BURGERS and FRIES

Franchised by: G.F. Vasey Holdings, LLC

Dear Feature Night Host:

We are very excited to be working together on your Feature Night Event. In order for your event to be successful we have found it important to organize a few things and plan ahead.

Here is a basic layout of how things will work to help you plan and organize:

- Select a mutually agreed date between Mon – Wednesday for the event to be held.
- Select the appropriate time slot: 4pm – 10pm.
- G.F. Vasey Holdings will donate 10% of the sales revenue that your organization generates during your date and time slot.
- G.F.Vasey will provide a flyer agreed upon by the organization to distribute for the event at least 14 days in advance. (Copies of the flyer are the host organization responsibility.)
- On the Day of the event we will provide you with a table to set up a greeting station.

A couple rules to adhere to:

- It is 100% the responsibility of the Host organization to make copies and distribute the flyers. We strongly recommend the majority of flyers be distributed no earlier than 7 days from the event so people remember.
- We can only accept and distribute the approved flyer. No other flyer will be accepted.
- During the whole event there needs to be a minimum of 1 representative at the location greeting participating guests at all times.
- During the event time frame a participating guest must present a flyer for each order placed, for that purchase to count.
- No flyers may be distributed during the event at the participating location or in its immediate parking lot.
- G.F.Vasey Management has the right to control the flow of participating guests during the event for the sake of the operating business.

A couple pointers:

- Distribute as many flyers as you can. Have multiple people responsible for distribution. Get commitments from people, circulate to friends, family, team mates, co workers, fellow students, community groups, churches, etc.
- Plan on 10%-25% attendance based on the number of flyers distributed.
- Decorate your greeting station with balloons, table cloth, information on the organization etc.
- Conduct a raffle and drawings during the event.
- We encourage you to take over a designated section of the store for the time frame and have fun!

Host Organization: Date of Event: Time Slot:

Host Contact: /

Host signature, to acknowledge receipt.

Date

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Jessica Ives