



Receive \$100 Allowance* when you celebrate National Cheesecake Day, July 30th!

Use any of the Eli's Cheesecake products you currently carry, and share your promotion with us to receive up to \$100 cash back (see details on back). For Operators Only.

You can choose one of our custom point-of-sale kits for your promotion. **All signage can be customized with your logo & product offering.**

The Eli's Cheesecake Company will help promote your location and offer through our website and social media channels. For cross promotion, use **#ELISNCCD**.

ALL KITS CONTAIN THE FOLLOWING POINT OF SALE:



Crew Buttons



Eli's Stickers



Table Tents



Menu Inserts



Posters



Flyers

Option 1: Sampling Kit

Promotion Examples:

- 1) Offer free samples all day
- 2) Offer free samples during lunch and/or dinner time
- 3) Offer free samples during a specific time period

This kit also includes Eli's Sample Cups & Spoons!



Option 2: Free Slice Kit

Promotion Examples:

- 1) Offer a free slice to the first xx customers
- 2) Offer a free slice during a specific time period
- 3) Offer a free slice when they follow you on social media

This kit also includes Eli's Cake Servers!



Option 3: Meal Deal Kit

Promotion Examples:

- 1) Offer a free slice with a \$xx purchase
- 2) Offer a free slice with the purchase of an entrée
- 3) Offer a free slice with the purchase of a value meal

This kit also includes Eli's Cake Servers!



2017 National Cheesecake Day Operator Participation Form

Must
Submit by
July 3,
2017

HOW TO REDEEM YOUR FREE MERCHANDISING & PROMOTIONAL KIT

- Fill out form below completely.
- This offer is valid only in the USA.
- Each location must fill out and submit their own request for the Merchandising & Promotional Kit
- **All completed requests must be postmarked no later than June 26, 2017, and received no later than July 3, 2017**
- Certification of Performance Sheet must be submitted to The Eli's Cheesecake Company AFTER National Cheesecake Day. For more information, see back side of this sheet.
- *Eli's will reimburse purchases of Eli's Cheesecakes and Desserts, shown on your distributor invoice, up to \$100.
- Request forms can be submitted two (2) ways:

1) Mail this form to:

ATTN: Marketing
The Eli's Cheesecake Company
6701 W. Forest Preserve Drive
Chicago, IL 60634

2) Email this form to:

lfeldman@elicheesecake.com
Subject: National Cheesecake Day 2017 Participation

Account Information

Company Name: _____

Contact Name: _____ Title: _____

Street Address (No. P.O. Box): _____

City: _____ State: _____ Zip: _____

Business Phone: (_____) _____ Fax: (_____) _____

E-mail: _____
(required)

Broker/Account Rep: _____ Primary Distributor: _____

Which point-of-sale kit pack would you like? Sampling Free Slice Meal Deal
(Please email your logo to Lisa Feldman at lfeldman@elicheesecake.com for the custom signage)

Social Media Handle: _____ Social Media Hashtag: _____

Product(s) you will be featuring: _____

Short description of promotion: _____

What is your type of establishment?

Catering Senior Living Hotel Restaurant Business & Industry Hospital College/University Other: _____



2017 National Cheesecake Day Certification of Performance

Must
Submit by
Sept. 7,
2017

PROOF-OF-PERFORMANCE

To obtain the rebate at the end of the promotion, please send us the following:

1) Choose from the following options:

- a) Photos of your restaurant with the signage supplied by The Eli's Cheesecake Co.
- b) Print out of your social media and/or website promoting National Cheesecake Day
- c) Photos of customers and staff during your National Cheesecake Day promotion

AND 2) Distributor Invoice dated within 60 days showing purchase of Eli's Cheesecake

To submit your proof-or-performance, either mail or email the above to:

The Eli's Cheesecake Company
ATTN: Lisa Ripka
6701 W. Forest Preserve Drive
Chicago, IL 60634
lripka@elicheesecake.com

Please fax a copy of this agreement upon acceptance to 773-736-3419 or email to lfeldman@elicheesecake.com, subject: National Cheesecake Day 2017 Performance

Proof-of-Performance should be mailed in AFTER National Cheesecake Day. It must be postmarked no later than August 31, 2017 and received no later than September 7, 2017.

CERTIFICATION OF PERFORMANCE

As an authorized representative for the company designated as "customer" above, my signature on this document indicates intent to perform as required for the specific rebate amount listed on this contract. If all performance requirements for this rebate are not met during the period of the term of the agreement, I understand that the rebate will not be paid. **PROOF OF PERFORMANCE MUST BE PROVIDED.** I understand this program may be modified at any time by The Eli's Cheesecake Company. This program does not include multi-unit operator, bakery/deli and chain rebates. For Food Service Operators only. This offer may not be combined with any other promotional program.

