

SPONSORSHIPS

The significance of sponsorships within the L.O.V.E. Restaurant Group cannot be overstated. As General Managers leading our Slim Chickens locations in Colorado and Utah, understanding the value of sponsorships is crucial. It aligns us with our core mission to grow our brand and deepen our connection with the communities we serve.

Below, we outline the multifaceted benefits sponsorships offer, demonstrating how they complement our overall business goals:

By participating in local sponsorships, L.O.V.E. Restaurant Group aims to achieve several key objectives:

1. Enhance brand visibility and recognition in our communities.
2. Showcase our enduring support for local events and groups.
3. Establish durable connections with community stakeholders.
4. Boost customer loyalty and encourage sales through favorable local perception.

This guide will outline the budget allocation, sponsorship requirements, identification process, execution, and follow-up procedures for the campaign. We encourage General Managers to familiarize themselves with the content and take advantage of the resources provided to ensure the success of our Local Sponsorship initiative.

If you have any questions or need assistance with pinpointing and securing the best sponsorship opportunities, please don't hesitate to reach out to DJ Von Frank.

The success of this campaign relies heavily on the active participation of our General Managers, so we encourage you to take full advantage of the tools and resources provided to maximize the impact of our sponsorships in your respective communities.

As we embark on this journey together, it is essential to remember that our commitment to community involvement is a reflection of the L.O.V.E. Restaurant Group brand and our shared values.

By fostering strong connections with local organizations and events, we can create a positive impact that extends beyond our restaurants, ultimately benefiting both our communities and our business.

IMPORTANCE OF SPONSORSHIPS

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Below, we outline the multifaceted benefits sponsorships offer, demonstrating how they complement our overall business goals:

1. **Brand Visibility and Recognition:** Engaging in local sponsorships elevates Slim Chickens' presence in our communities, leading to greater brand awareness and loyalty. This increased visibility can translate into a broader customer base and improved market positioning.
2. **Community Engagement:** Our sponsorships reflect a dedication to positive community impact. Supporting local events and initiatives illustrates Slim Chickens' commitment to social responsibility, fostering goodwill and enhancing our reputation.
3. **Networking and Relationship Building:** The connections forged through sponsorships can create pathways to new business opportunities, partnerships, and collaborations. Building relationships with local stakeholders enhances our potential for long-term success.
4. **Customer Loyalty:** By aligning our sponsorships with events and causes meaningful to our customers, we foster a deeper emotional connection. This bond strengthens customer loyalty, encourages repeat visits, and generates positive word-of-mouth.
5. **Employee Engagement:** Encouraging team members to engage in sponsorships instills pride in their workplace and its contributions to the community. Enthusiastic and engaged employees are pivotal to delivering superior service and bolstering our brand reputation.

GM SPONSORSHIP EXPECTATIONS

BUDGET

Each store has a quarterly allocation of:
\$1,000

OF SPONSORSHIPS

Each store is expected to identify a minimum of
2 sponsorships per quarter

DEADLINES

SPONSORSHIP IDENTIFICATION:

4 weeks prior to the end of the quarter

*(February 30th, May 30th,
August 30th, November 30th)*

SPONSORSHIP FUNDS ALLOCATION:

End of the quarter

*(March 30th, June 30th,
September 30th, December 30th)*

FINDING SPONSORSHIP OPPORTUNITIES

Identifying and securing the right sponsorship opportunities are key elements in our Local Sponsorship Campaign. To reinforce Slim Chickens' community presence and forge positive brand associations, it's essential to select partnerships that reflect our core values and resonate with our audience.

As General Managers, your role in this process is vital. Here are guidelines to consider when exploring sponsorship opportunities:

1. **Local Events:** Engage with events that foster community spirit, such as sports competitions, music festivals, food fairs, and charity fundraisers. By backing these events, we not only increase brand exposure but also manifest our dedication to local causes.
2. **Community Organizations:** Collaborate with non-profits, clubs, and community centers that mirror our values. These partnerships amplify our joint efforts towards community betterment, allowing Slim Chickens to be part of meaningful change.
3. **Schools and Sports Teams:** Forge connections with educational institutions and local sports teams. Support for academic and athletic pursuits resonates with families and young customers, spotlighting Slim Chickens as a brand that cherishes youth development.
4. **Local Newspapers and Online Event Directories:** Stay abreast of community events and opportunities through regular perusal of local media and online platforms. These sources provide insights into the local landscape, offering leads for potential sponsorship.

Should you need any assistance or require more detailed insights into identifying the most fitting sponsorship opportunities, please do not hesitate to reach out to DJ Von Frank.

Remember, your leadership and insight can turn these opportunities into success stories that reflect the best of Slim Chickens and the L.O.V.E. Restaurant Group.

PROCESS FOR EXECUTING SPONSORSHIPS

Successfully executing local sponsorships requires a systematic and meticulous approach. The following process, divided into clear stages, is intended to guide General Managers in identifying, selecting, and managing sponsorships that resonate with Slim Chickens' values and meet our strategic goals:

1. Research and Identification:

- Explore various channels, including local events, organizations, schools, and online platforms, to unearth potential opportunities.
- Be proactive and innovative in seeking sponsorships that align with our brand.

2. Evaluation and Selection:

- Scrutinize each opportunity's compatibility with our brand values.
- Weigh potential benefits against the budget, ensuring the best value for our investment.

3. Establish Contact and Build Relationships:

- Initiate dialogue with relevant parties to express interest.
- Foster transparency and trust to lay the foundation for a mutually rewarding partnership.

4. Negotiation and Agreement:

- Determine the specifics of the sponsorship, covering financials, promotion, recognition, and more.
- Ensure clarity and agreement on both sides.

5. Approval and Coordination:

- Inform DJ Von Frank at dj@loveqsr.net about the opportunity and its terms.
- Coordinate closely with DJ for sponsorship funds and promotional materials.

6. Implementation and Support:

- Collaborate effectively with the partner organization for a successful execution.
- Provide necessary branding assets and seize the opportunity to enhance Slim Chickens' community presence.

7. Evaluation and Follow-up:

- Assess the overall impact post-completion, considering all facets of success.
- Send a detailed follow-up report to DJ Von Frank and your Area Director, highlighting the results and insights gained.

This comprehensive guide aims to provide a structured roadmap for the successful execution of sponsorships. By adhering to these steps and maintaining open communication with DJ, General Managers can leverage these opportunities to the fullest, embodying the L.O.V.E. Restaurant Group's commitment to community engagement.