



# Concessions and Vending Fundraising 2012

Thank you for your interest in fundraising in our concession stands here at Bank of America Stadium. This is a great opportunity to earn money for your organization!

Delaware North Companies-Sportservice, the official provider of food, beverage and retail service for the Carolina Panthers at Bank of America Stadium, partners with non-profit organizations by giving them the chance to increase their fundraising income while working in a fun and exciting environment.

Non-profit and civic organizations such as churches, schools and service clubs can raise money for their groups by working in concession stands at Bank of America Stadium events. Organizations that can bring 10-40 volunteers per event are staffed in concession stands and as vendors in the stadium bowl.

Although a big commitment comes with the opportunity, the end results are worth it. Many organizations return every season. They have found that there is no better way to raise money for their group. In addition, they get to enjoy the energy of the stadium on game days and develop relationships with the fans that are frequent customers.

*95% of our groups come back to work with us year after year.*

Following are the **criteria** for being selected as a non-profit group:

- There is an application process that all groups must complete in order to be considered for fundraising work in a stand.
- Groups must prove non-profit status with a 501(c)3 Determination Letter from the IRS and provide the group's Tax ID number (If your group does not already possess 501c status please go to [www.irs.gov/charities/charitable/index.html](http://www.irs.gov/charities/charitable/index.html)).
- Each location requires a specific number of adults (age 18 and older) to handle each point of sale (due to alcohol sales) as part of minimum staffing requirements; this varies by stand location. Your organization's total staffing requirement will depend on the location your group is assigned. (Ideally, each group will have a pool of at least 25 or more to pull from each game.) Your organization must commit to bringing the required number of trained volunteers to staff the assigned location.
- Each group must select a Group Lead as the main point of contact. The Group Lead must remain the same throughout the season and attend every scheduled event. All other volunteers can vary from game to game.
- Groups must commit to working all scheduled events for one year (June 2012 - May 2013).

## FREQUENTLY NEEDED ANSWERS

**Q:** What work would our group be doing if we were selected to work on game days?

**A:** DNC-Sportsservice utilizes non-profit organizations to operate all concession stands during home events. Your group would take “ownership” of a concession stand- your volunteers would be responsible for the inventory, money, cleaning, preparing food, selling products and providing customer service to our guests during the event. Each stand has a Stand Manager to provide direction and guidance for the group. This employee is hourly paid through DNC and is not part of the volunteer group.

**Q:** How many volunteers do I need to be able to run a stand?

**A:** We require a specific number of adults (age 18 and older) to handle each point of sale (register) due to alcohol sales. Your group is responsible for bringing the required number of volunteers for every game throughout the season (including any college games, soccer games, concerts & possible post season events). Each group should select a Group Lead who will be the main point of contact and the Group Lead must remain the same throughout the season and attend every scheduled event on the calendar for the season. Also, 2-3 other members of the group should remain consistent for all events but other volunteers can vary from game to game. The purpose of having one main Group Lead is to provide consistent direction and guidance for your volunteers.

**Q:** What is the minimum age requirement for a volunteer?

**A:** Volunteers must be 15 years of age or older. All volunteers running a point of sale (register) **MUST** be 18 years of age or older in order to sell alcohol. (*Each stand has a specific requirement of adults vs. minors and will be given to the Group Lead prior to the start of the season.*)

**Q:** How much money do groups usually make when they work concessions?

**A:** Organizations receive commission based on net sales. Each groups’ commission depends on your stand’s sales during the game; your sales will vary from game to game (season to season).

Below are some examples of potential commissions that may be earned during an entire season (*please note that these are examples ONLY and actual earnings will vary*):

Concession Stands: \* Fixed Stands located on the 100, 300 & 500 Levels

40 group members required: Total potential: \$25-30,000

14 group members required: Total potential: \$5-10,000

Vending/Portables: \* Volunteers “hawking” in the stadium bowl during the game.

45 group members require: Total Potential: \$24-27,000.00

36 group members required: Total Potential: \$12-17,000.00

**Q:** Do you provide Training?

**A:** There is a mandatory Orientation Training sessions for all Group Leads of the non-profit organizations selected to work. This class is an introduction to our policies and procedures as well as our alcohol serving policy. All groups, returning and new, must attend a session before they are allowed to work in the Stadium. These sessions are critical to having a successful fundraising season, and will assist you with planning and communications with your group volunteers.

In addition, there will be mandatory trainings for individual volunteers as well.

“In Stand” training is a hands-on experience for new and returning groups. It assists your group in understanding the game day check-in process and the working environment of a concession stand. We will review the basic set-up and breakdown of your assigned location, equipment operation, and menu preparation. Each group should have as many of their volunteers in attendance as possible to maximize the retention of this valuable information.

Group Leads will also have to attend our Customer Service training called “GuestPath.”

*The primary goal is to make your group as comfortable as possible before the first event. These classes are limited to two-three hours so arriving on time and giving your undivided attention is critical.*

**Q:** What do we wear for an event?

**A:** Every volunteer is required to wear solid black or khaki pants/ walking shorts, blue polo shirt (purchased from DNC), closed toe/ slip resistant shoes and a baseball hat/visor. The hat may either be a black Carolina Panthers hat (purchased from DNC) or you may all wear a hat or visor advertising the name of your organization. *(All volunteers must wear the same hat.)*

- DNC will provide each volunteer with an apron for the day. These aprons must be returned at the end of the event.

**Q:** Do we need to sign a contract?

**A:** Yes, if you are selected to work with us for a season, you are required to sign a contract. This is an agreement between your group and DNC which will detail our policies and procedures. Your Group Lead will also be required to sign a Commission Structure, which outlines how your group will be paid throughout the season.

**Q:** What are the hours that we would be working?

**A:** The required check-in time for Group Volunteers is 2 hours prior to gates opening. *(For example: For a 1PM game, gates open at 11AM. Volunteers would then be required to check-in by 9am.)* A typical workday for a group will be around 8-9 hours.

## **DEFINITIONS: STANDS VS. VENDING GROUPS & PORTABLES**

Concession Stand - A “stand” that sells a variety of items with fixed points of sale (registers). Customers approach the “stand” windows to place their order. There are small and large Concession stands: large stands require 35-40 volunteers and a small stands require 6-14.

Vending Room - A “vending location” that sells a smaller variety of items by “hawking” out in the stadium bowl. Group volunteers are responsible for serving fans in their seats. This position is more physical than a fixed stand; it requires walking up & down stadium stairs. Vending Groups typically require more volunteers than fixed stands - a range of 18-45 volunteers needed to run a Vending Room. In addition to “hawking” items in the bowl, Vending Rooms also sell bottled beer at beer troughs and portables located around the concourse.

Portables - Portables sell specific items (i.e. beer, popcorn, soup, doughnuts) and are located throughout the concourse in a fixed location. Typically one group will run 4-6 portables with 2-3 volunteers at each portable. *(Some groups will staff a Concession Stand and 1 or 2 portables located close to their stand location.)*

## **BACK-UP GROUPS**

Each season, Back-Up groups are hired to fill in where needed on game day. These groups are responsible for attending every game but they do not receive a permanent stand assignment. Instead, if a volunteer group is not able to fully staff their stand on game day, the Back-Up group will fill the empty positions so that the stand may operate with the required number of volunteers.

Being a Back-Up group is a great opportunity for a new group to see how a concessions stand operates and how many volunteers actually commit to the process before having the full responsibility of a permanent stand. *(Back-Up Groups must be able to commit to bringing (10) volunteers for every game.)*

## **GAME DAY PARKING**

Parking for game day employees/volunteers of DNC- Sportservice is available in a lot off of Penman Street, about 3 blocks from Bank of America Stadium. There is no charge to park in this lot but it is first come, first serve (and on certain weekday games “carpool” only.) Shuttle Buses run from the parking lot to the stadium during check-in hours and after the event.

Parking for the stadium is very limited therefore we urge groups to ride together in vans/buses. If a group does ride together, we will provide bus passes for special bus parking.

*The information included in this document is merely an overview and items are subject to change at the discretion of management.*