



## Fundraising Made Easy with Centerplate at Mercedes-Benz Superdome and Smoothie King Center

Centerplate at Mercedes-Benz Superdome gives back to the local community by offering non-profit organizations the opportunity to volunteer at concession stands during events to raise money. We use non-profit groups to staff 95% of our stands. Last year, Centerplate gave back more than \$1 million to the local community.

Centerplate is now looking for 501(c)(3), non-profit organizations for the upcoming 2014-2015 event season at the city's premier event venues. If you are interested, please contact Bethany Ebling at (504) 508-0571 or via email at [Bethany.Ebling@centerplate.com](mailto:Bethany.Ebling@centerplate.com).

- 1. What type of work will we be doing?**  
Your group will take "ownership" of a concession stand and therefore be responsible for the inventory, money, cleaning, food preparation, sale of products, and customer service to guests during an event.
- 2. Does my group need to be identified as a 501 (c)(3) organization?**  
Yes! To participate in the NPO Program, your group must be identified as a 501 (c) (3) organization.
- 3. What is the minimum age requirement for a volunteer?**  
The minimum age requirement is 16 years of age. All cashiers must be at least 18 years of age.
- 4. How much money can our group expect to raise by working at the Mercedes-Benz Superdome and Smoothie King Center?**  
Our payment structure is commission, based on net sales of the concession stand. Last year, our most successful groups earned \$25,000-\$100,000!
- 5. Is there training?**  
There is a mandatory orientation that all members of your group must attend. This class is an introduction to our policies and procedures as well as our alcohol serving policy and is approximately a 3 hour time commitment.
- 6. How many group members do we need to work a stand?**  
You need to have a minimum of 5 - 10 members committed to work your stand.
- 7. What do we wear for an event?**  
Every group member must wear solid, ankle-length, black slacks, a solid black, sleeved shirt, and solid, black, slip resistant, closed toed shoes. Centerplate will provide each member with an apron, if applicable, and a uniform shirt. Visors will be given to the group leader to distribute at each event.
- 8. How many events must our group work if we sign a contract with Centerplate at Mercedes-Benz Superdome and Smoothie King Center?**  
With over 100 events at our venues, your group is expected to work at least 18 events.
- 9. Do we need to provide insurance?**  
Your group must have liability insurance. The requirement is \$1,000,000 per occurrence and \$2,000,000 aggregate. If your group does not have liability insurance, Centerplate will deduct a portion of your commission to cover this requirement.
- 10. How do we start fundraising with Centerplate at Mercedes-Benz Superdome and Smoothie King Center?**  
Contact our Human Resources Manager, Bethany Ebling, via phone at (504) 508-0571 or via e-mail at [Bethany.Ebling@centerplate.com](mailto:Bethany.Ebling@centerplate.com).

## **FLOWCHART OF THE PROCESS**

### **FUNDRAISING WITH CENTERPLATE AT THE MERCEDES-BENZ SUPERDOME AND SMOOTHIE KING CENTER**

We are delighted that your group is interested in fundraising with Centerplate at the Mercedes-Benz Superdome and Smoothie King Center. To help you better understand the process, we have flowcharted the process for beginning to fundraise with us.

#### **Group Leader**

Your group must appoint what is called a local NPO Group Leader. This is the person through whom all information and sign-ups/feedback flow. This person is the primary contact between your group and Centerplate at the Mercedes-Benz Superdome and Smoothie King Center.

#### **Contract**

You are receiving the contract as part of this communication. You will need to fill out the Contract, Form W-9, and the Profile Sheet. These need to be returned to the Human Resources Manager. This allows us to enter you into our database as an active and approved group, and now the training phase can begin.

#### **Core Training / Frontline Training**

We ask that all your group members take what we call Core/Frontline Training or Orientation, which is an introduction to our policies and procedures, as well as Concessions, Customer Service, Alcohol Service and Safety. It is a 3-hour session, usually offered here on non-event days. If distance is a factor and you have a large enough group (50 volunteers or more) we may arrange a training session in your area. Again, ALL volunteers need to attend this training. Additionally, please be reminded that all non-profit group volunteers must be at least 16 years old. Submit your list of volunteers via email to Antoinette Hayes, Training Coordinator at [Antoinette.Hayes@centerplate.com](mailto:Antoinette.Hayes@centerplate.com)

#### **TIPS Training**

We ask that all your adult group members (18+) take the TIPS alcohol awareness class which reviews proper liquor handling and LA liquor laws. It is a 2-3 hour session, usually offered here on non-event days. If distance is a factor and you have a large enough group (50 volunteers or more) we may arrange a training session in your area. Again, ALL of your adult volunteers need to attend this training. Submit your list of volunteers via email to Antoinette Hayes, Training Coordinator at [Antoinette.Hayes@centerplate.com](mailto:Antoinette.Hayes@centerplate.com)

#### **Manager Training**

Once your group has been through Core Training, we ask that your potential managers come and work at least one event and then attend concessions train to review the pre and post-event processes, inventory management, and event paperwork. Each concession stand needs 2 managers (Stand Manager and an Assistant Manager). We ask that your managers attend this **Manager Training**, which is a about a 3 hour session, this class is offered here on non-event days. Stand Managers must be at least 18 years old and Assistant Managers can be 16-17 years old. After completing the classroom portion of the Manager Training, we ask that the managers come and “shadow” an experienced manager for on the job training during an actual event.

#### **The Fun Begins!**

Once your group is trained – complete with Core and Manager Training, your Group Leader can begin signing your group up to volunteer at events. The scheduling is done through Sheirre Allen, our Non-Profit Staffing Coordinator at 504-558-6297 or [Sheirre.Allen@centerplate.com](mailto:Sheirre.Allen@centerplate.com).

If you have any questions please contact us – it is important for us both to take the time for you to fully understand the process for fundraising at the Mercedes-Benz Superdome and Smoothie King Center.

Sincerely,

Bethany Ebling  
Human Resources Manager  
Centerplate