

"Pour for CORE" Fundraising Concept

About "Pour for CORE"

Pour for CORE is a beverage fundraising activation for restaurant and bar operations and/or beverage vendors to promote product sales and raise money for CORE: Children of Restaurant Employees through product menu placement, beverage promotions, distributor collaborations and sales team incentives. **"Pour for CORE"** drives sales and builds a halo effect around your brand to support employees with children in our industry.

A signed agreement is required that will allow the vendor and restaurant to implement a fundraising activity on behalf of CORE. Details below.

How it Works (Beverage Companies):

- **The Donation:** Donate a set amount for each bottle/case purchased by the restaurant and establish fundraising goals. Connect with CORE team to share program details and upfront commitment level that will determine the appropriate CORE corporate partnership level and benefits.
- **Sales Team Contest and Incentive:** Provide an incentive to the sales team for every menu placement and minimum order of product. Outline and communicate sales and fundraising goals for the organization and each sales team member. Menu placement can be incorporated on the beverage menu, limited-time only special drink offerings, pairing/tasting menus, dinners or events and more.
- **Distributor Collaboration:** Partner with the distributor for matched donations.

