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Laugh for the Cure® is an Affiliate
Event of Susan G. Komen for the Cure

Caterer Donation & Benefit Information Sheet

The 9th Annual Laugh for the Cure® Charlotte's Premier Night of Comedy and Charity March 4, 2010

Caterer Donation

- Caterer must arrive at Spirit Square by 4:45pm the day of the event. Caterer will have access to staging area and storage facilities. Food should be prepared and ready for distribution prior to doors opening at 6:00pm.
- Caterer must provide at least two (2) representatives from the restaurant or catering establishment. Employees must remain on premise and staff their food station until guests are seated in the theater at 7:30pm.
- Caterer should provide at least three (3) hors d'oeuvre options at the restaurant's choice to serve approximately 200 guests. Food item should be a specialty to the restaurant and easily consumed by standing guests.
- Caterer will serve food from an assigned location in the Spirit Square atrium. Six foot serving tables and linens will be provided.
- Caterer must provide any necessary chafing dishes, sterno heaters, serving spoons, eating utensils, plates and napkins.
- Caterer should provide a 3' x 2' sign with corporate logo to highlight the restaurant. Easel will be provided.
- Caterer should bring marketing material (i.e. menus, brochures, business cards) to distribute at their food table.
- Caterer may provide 720 advertisements and/or coupons to be included in the event goodie-bags (These need to be provided to LFTC by 02.15.2010).
- Enforced dress code of professional black-on-black or white-on-black caterer uniforms.

Caterer Benefits

- Corporate logo included on pre-event print materials, including but not limited to, save-the-date flyers, invitations and posters.
- Corporate name may be listed as food provider in all Blumenthal electronic advertisements, which will be sent to a distribution of over 300,000 e-mail addresses.
- Corporate name and logo prominently placed with prestigious "Food generously donated by" language in the event program.
- Prominent placement of a 3' x 2' easel board advertisement at each caterer's table the night of the event.
- Opportunity to distribute marketing material at food table.
- Corporate logo included on a pre-show PowerPoint presentation. The pre-show presentation will provide high visibility company recognition and will continuously play an hour before the show.
- Opportunity to include an advertisement and/or coupon in the event goodie-bags that will be distributed to 720 people at the conclusion of the show.
- Corporate name, logo, business description and direct link to the company's website included on the Sponsor Page of the Laugh for the Cure® website, which will be maintained year round.
- 2 tickets to the event.
- Donation is tax deductible.
- Showcasing your food at the city's most prestigious comedy and charity event!

The following items will be provided by Laugh for the Cure®: an easel to hold a 3' x 2' caterer signage, six foot serving table, table linens and skirts.

Parking: One reserved parking space at Spirit Square (corner of College and 7th Streets) will be provided to each caterer by Laugh for the Cure®. Other vehicles may temporarily arrive to load/unload with additional paid parking available in 7th Street Station.

Breast Health Education: If requested, a Laugh for the Cure® volunteer and a representative from the Komen Charlotte Affiliate Education Committee will meet with each caterer's staff in October, National Breast Cancer Awareness month, or any other time that's convenient to the caterer to discuss breast health issues and provide each member of the staff with a pink embroidered ribbon.