

# 2018 MCKINNEY CUISINES FOR CAUSES

## WHAT?

“McKinney Cuisines for Causes” is the brainchild of three McKinney charitable organizations who have come together in our shared passion for furthering the mission of building a strong, healthy and connected community – Chestnut Square Historic Village, Community Lifeline Center, and the Community Health Clinic of McKinney.

Chestnut Square Historic Village, established in 1974, focuses on education, celebrating community, preserving history, and inspiring the future. Community Lifeline Center, established in 1989, strengthens communities in north Collin County by guiding residents in crisis back to self-sufficiency and independence. And the Community Health Clinic, established in 2004, exists to provide basic health care and preventative health education to qualifying residents of northern Collin County.

We invite YOU to join us in our effort to strengthen community connections even further, by participating in an exciting new community event where families and friends can share a meal at a McKinney restaurant and support our three organizations at the same time!

Modeled on the popular “Restaurant Week” concept, the “McKinney Cuisines for Causes” event will motivate families and friends to support their favorite local restaurants as well as try a few new ones, with the knowledge that their patronage will make a difference across our community. We simply ask that each participating restaurant donate 10% of their net take of a specified menu component, during the designated date range.

## WHEN?

Sunday, August 12, through Thursday, August 16, 2018 – historically, we know that this date range yields particularly low traffic for many McKinney restaurants, so we are excited that efforts related to “McKinney Cuisines for Causes” might help drive additional business to YOU during this timeframe!

## WHERE?

We all believe that McKinney is a very special place, which is why we are limiting restaurant participation to locations **within McKinney only**. If your restaurant has a McKinney address, we invite you to join us!

Benefits of participation in “McKinney Cuisines for Causes”:

- Additional restaurant traffic at a traditionally slow time of year, with ZERO invested marketing spend on your part – FREE MARKETING when your logo is included on our web and social channels, as well as our additional marketing materials!
- The opportunity to “try out” special menu items or new recipes with a particularly adventurous audience
- The opportunity to “get in on the ground floor” of an exciting new foundational community-building effort
- Additional opportunity to remind your clientele that you are an ACTIVE SUPPORTER of charitable organizations in our McKinney community, and include them in the effort!

## How?

Simply complete the attached “Restaurant Participation Agreement” and review the “Restaurant Terms of Participation,” and your McKinney Cuisines for Causes Event Contact Person will take it from there.



# 2018 MCKINNEY CUISINES FOR CAUSES

## RESTAURANT PARTICIPATION AGREEMENT

Sunday, August 12, 2018 ~ Thursday, August 16, 2018

RESTAURANT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

MCKINNEY, TX ZIP: \_\_\_\_\_

RESTAURANT CONTACT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

WORK PHONE: \_\_\_\_\_ MOBILE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

BREAKFAST	LUNCH	DINNER
<p><b>CHECK ONE - Hours:</b></p> <p><input type="checkbox"/> NOT PARTICIPATING</p> <p><input type="checkbox"/> PARTICIPATING – HOURS: _____ to _____</p>	<p><b>CHECK ONE - Hours:</b></p> <p><input type="checkbox"/> NOT PARTICIPATING</p> <p><input type="checkbox"/> PARTICIPATING – HOURS: _____ to _____</p>	<p><b>CHECK ONE - Hours:</b></p> <p><input type="checkbox"/> NOT PARTICIPATING</p> <p><input type="checkbox"/> PARTICIPATING – HOURS: _____ to _____</p>
<p><b>CHECK ONE - Offering:</b></p> <p><input type="checkbox"/> FULL MENU</p> <p><input type="checkbox"/> DESIGNATED ITEM – SPECIFY: _____</p> <p><i>(if unknown at this time, indicate "TBD")</i></p>	<p><b>CHECK ONE - Offering:</b></p> <p><input type="checkbox"/> FULL MENU</p> <p><input type="checkbox"/> DESIGNATED ITEM – SPECIFY: _____</p> <p><i>(if unknown at this time, indicate "TBD")</i></p>	<p><b>CHECK ONE - Offering:</b></p> <p><input type="checkbox"/> FULL MENU</p> <p><input type="checkbox"/> DESIGNATED ITEM – SPECIFY: _____</p> <p><i>(if unknown at this time, indicate "TBD")</i></p>

# RESTAURANT TERMS OF PARTICIPATION

1. **TALLYING THE DONATION AMOUNT** = Restaurant agrees to tally 10% of the net sales of their specified offering (either “Full Menu” or “Designated Item”, per Page 2) during their specified “Participating Hours” (per Page 2) during the specified event dates (Sunday, August 12, 2018 through Thursday, August 16, 2018).

This amount will be referred to as “the 10% donation amount,” and the Restaurant may use whichever mechanism is most convenient for tallying this amount – this will be done on the honor system.

2. **MAKING THE DONATION** = Restaurant agrees that within 30 days of the close of the event, they will provide a single check for the total of their total “10% donation amount” to Jaymie Pedigo at Chestnut Square Historic Village, who will apportion the donation amongst the participating beneficiaries.

CHECK PAYEE: Chestnut Square Historic Village  
CHECK MEMO: 2018 McKinney Cuisines for Causes

MAILING ADDRESS: Chestnut Square Historic Village  
C/O Jaymie Pedigo  
315 So. Chestnut Street  
McKinney, TX 75069

3. **MARKETING THE EVENT** = Restaurant agrees to support and promote the “2018 McKinney Cuisines for Causes” event through the mechanisms indicated below:

- **LOGO** = Restaurant agrees to provide a high-resolution version of their logo for use in cross-channel event marketing
- **WEBSITE** = Restaurant agrees to allow the “2018 McKinney Cuisines for Causes” event webpage to link to the Restaurant’s website (and Restaurant website may link back to the event webpage, as Restaurant management desires)
- **TABLE TOP** = Restaurant agrees to display “2018 McKinney Cuisines for Causes” event marketing table tents before and during the event, to be supplied by the “Cuisines for Causes” event team
- **WINDOW POSTERS** = Restaurant agrees to display at least one “2018 McKinney Cuisines for Causes” window poster in a prominent window, before and during the event, to be supplied by the “Cuisines for Causes” event team

4. **TRAINING YOUR STAFF** = Restaurant agrees to educate staff about the “2018 McKinney Cuisines for Causes” event to insure a great customer experience. The “Cuisines for Causes” event team will provide support materials to adequately train staff prior to event kick-off, including FAQ information.

5. **FOR MORE INFORMATION** = any additional questions or concerns about the “2018 McKinney Cuisines for Causes” event, or requests for more information of any type, should be directed to your “Cuisines for Causes” Event Contact Person:

CUISINES FOR CAUSES EVENT CONTACT PERSON: \_\_\_\_\_

AGENCY: \_\_\_\_\_

MOBILE PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_