



SANTA FE MEXICAN GRILL

DINE 25

LOCAL FUNDRAISING

Think Globally, Give Locally.

At Santa Fe Mexican Grill, we are excited to offer you a fun and easy way to raise money for your non-profit, school or community organization!

Set up a Dine 25 Dinner or Guest Bartending Night & we will donate up to 25% of all food sales from participating guests to your cause!



**YOUR FUNDRAISER
NAMED HERE!**

Vouchers may not be distributed on Santa Fe Mexican Grill Premises
 On-Site solicitation will result in termination of your event
 Redeem only at Santa Fe Mexican Grill in Newark, DE
 190 E Main St Newark, DE 19711
 Valid for Dine In and Take-Out

Dine with us to Celebrate + Donate!

On (ENTER DATE HERE) present this voucher at Santa Fe Mexican Grill and we will donate up to 25% of your food bill (excluding alcohol, gratuity & taxes) to your cause!

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RESERVATIONS STRONGLY
ENCOURAGED

Call us: 302.369.2500
 Book online through OpenTable
 or at santafemexicangrill.com



HOW TO SET UP YOUR FUNDRAISER

It's simple, fun and free to host an event!

Speak with an Fundraising Coordinator to book your event date.

Distribute custom vouchers and flyers to promote your event.

All guests presenting coupons will automatically donate.

Receive Your Donation!

(refer to program guidelines for specific booking details, limitations & requirements)

ELIGIBILITY REQUIREMENTS

Dine 25 is available to non-profit organizations and other organizations providing charitable services within our local communities. Speak with a Fundraising Coordinator to confirm eligibility and book your event!

Book now to celebrate + donate!

Fundraiser Instructions For Non-Profit Hosts!

HOW IT WORKS:

1. Pick a Sunday, Monday, Tuesday or Wednesday evening that is minimum 4 weeks in the future (earlier dates may be approved if there is availability).
2. Email us to schedule your date; we will confirm availability will provide you an agreement to sign.
3. Once we receive your agreement, Santa Fe will provide a customized Dine 25 partner voucher and/or URL to distribute to members of your organization as well as friends, family and co-workers. (Partner vouchers must be circulated prior to your event and may not be distributed on Santa Fe premises.)
4. Once totals are calculated, Santa Fe will donate back up to 25% of the food sales for every table that presents the coupon (excluding alcohol, tax and gratuity)!

LIMITATIONS AND REQUIREMENTS:

1. Santa Fe has the sole discretion to approve or deny donation requests based on meeting our program requirements.
2. No solicitation may be done on the day of inside or on exterior restaurant premises. Failure to comply may result in event cancelation.
3. Minimum donation amount will be \$100, no maximum limit. Applicable to food sales only, not including alcohol, tips, tax or gratuity
4. Host/organizer should be present for a portion of the event or an authorized representative of the non-profit.
5. To qualify for the donation, all participating guests must present a voucher which will be applied.

Recommendations for a successful event!

In order to help you succeed in making the most for your cause, Santa Fe Mexican Grill has not put a limit on the amount that can be donated. The more guests you invite and have attend, the more you can raise!

A. ONCE YOU RECEIVE YOUR CUSTOM DINE 25 Voucher PDF

1. Start distributing PDF vouchers via email and/or in person. E-blasts are a recommended way to get the word out! Vouchers should be distributed no less than 2 weeks prior to your event.
2. Target your organization's members, family and friends. Urge them to distribute as many coupons as possible.
3. The more vouchers your organization distributes, the better. If your guest count exceeds 50 people, Santa Fe will award you with a \$25 complimentary Gift Card.
4. Guests are encouraged to make reservations on the night of your event; reservations can be made on our website, over the phone or through open table.
5. Solicitation and distribution of your DINE 25 voucher during your event is prohibited on Santa Fe property.
6. Guests are required to present printed vouchers to their server on the night of your event in order to qualify for the donation. Forgotten vouchers may be obtained from a SF manager-on-duty .

B. HOW TO CALCULATE YOUR ESTIMATED DONATIONS

Santa Fe will donate up to 25% of the food bill from each participant guest that submits a flyer. Alcohol purchases are excluded. We use 2 tiers to calculate donation. Ensure each guest has a flyer to prior to the start of event. Remember, distributing flyers is not permitted, on premises, at the time of the event.

1. Tier 1 – Up to 50 Dine 25 vouchers collected, Santa Fe donates 20%
2. Tier 2 – Anything over 50 Dine 25 vouchers collected, Santa Fe donates 25%

C. THE NIGHT OF YOUR EVENT

1. Event Host is required to be in attendance at the event
2. Santa Fe has a strict No-Solicitation policy in place to protect the experiences of our guests. No vouchers may be distributed on Santa Fe property.
3. Solicitation on Santa Fe property will result in the termination of your event. After three verbal warnings your event will be terminated.

Please note, management will have additional vouchers on hand should your guests need a replacement!

- 1st violation — Manager informs Host of solicitation incident.
- 2nd violation — Manager informs Host that if solicitation continues the event will be terminated.
- 3rd violation — Event terminated. Additional coupons will not be accepted.

4. Upon termination, DINE 25 coupons will no longer be accepted. A donation for the money raised prior to termination will be issued.

D. AFTER YOUR EVENT

1. Within 1 week of your event, you will receive a follow-up email from the Fundraising Coordinator with the total donation dollar amount, as well as your guest count. A check for this amount will be processed and mailed to you within 2 weeks as well as any gift cards if number of guests in attendance exceeds 50.

E. FREQUENTLY ASKED QUESTIONS

Q: Why does Santa Fe only donate up to 25% of food sales? Why not alcoholic beverages?

A: Santa Fe advocates responsible alcohol serving and has tailored this donation event to be food focused. We do have an additional Guest Bartender program featuring a portion of drink sales to your non-profit which can coincide with Dine 25. Ask your Fundraising Coordinator for details!

Q: Will my guests receive a discount when participating in the DINE 25?

A: Guests do not receive a discount. In lieu of a discount, Santa Fe is donating a percentage of each guests food sales to your organization.

Q: Why can I only book an event Sunday – Wednesday?

A: This is to ensure that your guests are better able to participate in the event. An event on the weekend or higher volume nights would result in inflated wait times and less availability for reservations.

Q: Can I include lunch or take-out as part of my Dine 25?

A: Yes, special exceptions can be made at the discretion of your Dine 25 Fundraising Coordinator.

Q: Can I set up a promotional table in the restaurant?

A: We strive to provide a comfortable guest experience in our restaurant for all of our guests. We do not offer table space for promotions in order to preserve the dining experience for guests in our restaurant who may not be affiliated with your organization. We reserve the right to make certain exceptions as needed based on the specific needs of your non-profit.

Q: Can I hand out vouchers in the restaurant?

A: We have a strict No-Solicitation Policy in our restaurants. We do not allow vouchers to be handed out in the restaurant to unaffiliated guests. If one of your guests arrives and forgets their voucher, you should ask the restaurant manager on-duty to provide them with a voucher. Any solicitation on premises or on the surrounding premises of our restaurants will result in termination of your Dine 25 event.

Q: How much time do I need to promote my Dine 25?

A: It is recommended that you start to spread the word and save the date as early as possible. However, we recommend no less than 2 complete weeks for distribution of your coupon to friends, family and supporters in order to give you the best return on your time investment.

Q: How many vouchers should I distribute to have a successful event?

A: You should distribute as many vouchers as you can! The more people who actually get the vouchers to use, the more people who have the potential for showing up. Encourage your supporters to help your promotion to go viral by using social media and email. You may be surprised at how many new faces you might find at the event who are interested in supporting your organization and what a great, low pressure, social way to get to know someone new and invite them to participate in your cause!

