



**CENTERPLATE
NONPROFIT
FUNDRAISING
PROGRAM**



**JULY 2021 -
JUNE 2022**

**APPLICATION
PACKET**

**New Orleans Superdome
& Smoothie King Center**

New Orleans, Louisiana



Fundraising is Easy with Centerplate!

Did you know that over 75% of the concessions stands at the New Orleans Superdome and Smoothie King Center are staffed by volunteers? That's right, churches, schools, booster clubs, and fraternal organizations have made operating concessions stands with Centerplate a main source of fundraising. Although a big commitment is required, the end results are worth it. Many organizations return season after season. Nonprofit organizations struggle to create fundraisers that will net them the money they need without using up all their expenses. With Centerplate, we have the entire program set-up for you with a built-in audience. All you need to do is commit to volunteer at Saints games and other events. The money takes care of itself!

What Are Your Group's Goals?

If your group is attempting to raise money for a short-term project or the amount of money that your group needs to raise is relatively small, **THIS PROGRAM MAY NOT BE FOR YOU**. There are no hard and fast rules to use in making this determination, but it is a requirement that your group volunteer for all Superdome events per contract year. This gives volunteers a reasonable return for the time invested in filling out paperwork, signing the contract, and training; it also provides Centerplate some return on the training we provide for your group.

Our most successful groups are ones that have long-term goals or continuous projects for which they raise funds. As an example, we have several large groups that will staff a specific stand for every single event all year in order to reach their goal. Our groups raise funds for a wide variety of goals. Some raise money for yearly mission trips, others for uniforms for high school or college sports, still others for dance studios, benefit funds, and church groups.

We Take Your Safety Seriously!

Due to the Covid-19 pandemic, we have instituted multiple protocols to ensure the safety of all our nonprofit groups, including temperature checks at arrival, mandatory wellness checks, mandatory masks and six feet of social distancing, plexiglass shields between concessions workers and the general public, regulated handwashing, and increased sanitization of all high-traffic areas. We are happy to report that there were no Covid outbreaks among our volunteers for the entire 2020-2021 season! With cautious optimism, we will continue operations this season with several protocols still in place as we observe guidance from the C.D.C., our mayor, and governor.

We Promise to Be a Positive Force in Our Communities.

We seek new opportunities to support small businesses, raise funds for worthy social causes, actively manage the environmental impact of our business, and train our fellow citizens for success. We do this because we value the place where we live and work, the people to whom we connect, and the potential to do good while being great. Annually, our company-wide community contributions total \$25 million. In conjunction with our venue partners and providers, we have committed to consistent support of non-profits, philanthropic organizations, environmental stewardship, and community outreach in our daily operations.

Overview of the Program

Fundraising is simple. Sign up for our program, bring a group of volunteers to go through training, sign-up for events at The New Orleans Superdome and Smoothie King Center (where the Saints and Pelicans play), bring your volunteers to work concessions stands (selling beer, hot dogs, pizza, popcorn, burgers, etc.), and your organization will receive a percentage of the sales that you generate!

Volunteers should be at least 16 years of age and expect to volunteer between 8 to 12 hours per event. The length of an event is unpredictable; more or less time may be needed on some dates. The contract year runs from July 1st, 2021 to June 30th, 2022, so this contract will be enforced for all events that occur during this time frame: Saints games, Pelicans games, bowls, concerts, festivals, commencements, and high school football. To begin volunteering with our program, you must have an online meeting with your NPO Coordinator to review the requirements, submit necessary paperwork, and sign your contract. Returning groups who previously contracted with Centerplate must complete the 2021-2022 application, penalties sheet, and contract to participate in this program again.

Basic Requirements

Nonprofit Tax-Exempt Status

Each organization must certify that it is a not-for-profit, tax-exempt organization as defined by the Internal Revenue Service section 501c3 or 501c19 of the Internal Revenue Code. The organization must provide a letter of determination that recognizes the organization as tax exempt. Churches and schools may provide a letter of determination or state exemption certificate. If the organization's name does not match the name on the certificate or letter of determination, additional documentation will be required.

Training

The Centerplate nonprofit program has existed for over 40 years, and our commitment to excellence is evident in our finely honed training program. All volunteers must go through our training process before coming to their first event, and it's expected that training for volunteers will be completed within one (1) month of the contract signing. There are three training courses provided, with an optional opportunity for new group leaders to do a shadow training at events (please reach out to the NPO Coordinator to do shadowing). Only group leaders must attend all three. Your volunteers will only attend those trainings appropriate for their position and age.

- **Nonprofit Orientation (CORE)** – Required for every volunteer (every season) who participates in the Centerplate program, regardless of age or what part of the year in which they enter the program. Class is approximately five hours long, and is free.
- **TIPS Training** – TIPS is a skills-based, responsible alcohol training and certification program that is designed to prevent intoxication, underage drinking, and drunk driving by enhancing the fundamental “people skills” of servers, sellers, and consumers of alcohol. Class is \$40 online at <http://www.gettips.com>. Required for all volunteers over the age of 18. TIPS card is valid for four years.
- **Leadership/Manager Orientation** – Required for anyone in a leadership position in your group who will attend events. Takes you through the paperwork required to keep track of sales and inventory during an event, the set-up of a concession stand, how to operate our point-of-sale systems, and how to lead your group to success. Class is approximately three hours long, and is free.

Participation

Your NPO coordinator will discuss your fundraising goals, and how many events it might take to reach them. There are approximately 100 events in the calendar year for the Superdome/Arena. We require groups to participate in all Superdome events (approximately 10-20).

Insurance

Once your contract paperwork is completed, you will need to comply with our **insurance** requirement. Centerplate requires a current certificate of insurance from each fundraising group naming Centerplate and the following as additional insured: Centerplate and any present or former direct or indirect affiliated companies, parents, subsidiaries, or divisions, and its joint ventures, partners and clients, and each of their respective present and former officers, directors, employees, shareholders, owners, attorneys, agents, representatives, successors and assigns. This general liability policy should be in the amount of \$1 million per occurrence with a \$2 million aggregate. This covers any liability resulting in legal action that may arise from negligent actions of the non-profit group and its volunteers while fundraising at the facility.

Your options are to secure liability insurance or to have 1% of net sales deducted from the commission check for each event volunteered. First, check with the group for which you are raising funds. Some churches and other charities that engage in regular fundraising have this insurance requirement covered in an existing insurance plan. If you opt to let us provide the insurance, we will do so but will deduct the insurance charge from our donation to your group. Once you have made an insurance decision and sent in a “Certificate of Insurance” form, your paperwork is completely done. **This is NOT worker's compensation.** If a group volunteer is injured, it is his/her responsibility to **seek and pay for** medical attention.

Contract

Each organization must sign an agreement that outlines the policies and procedures that must be followed.

Individual Volunteer Agreement

Each volunteer must sign a written statement declaring their intent to volunteer and donate their time and service with no expectation of compensation or reward and to follow all policies and procedures for each event upon entrance to the facility.

W-9

All organizations must provide a completed Form W-9 to receive contributions.

Staffing

Having a committed local group leader is critical to the success of your group and your fundraising efforts. This leader is the person responsible for being the liaison between our NPO coordinator and your group. The group leader is responsible for signing the group up to volunteer at events, recruiting the volunteers, communicating information, and resolving problems.

The group will need to provide sufficient personnel to operate your assigned concession stand. The minimum requirement is 7 volunteers. Each stand has four (4) basic positions:

- **Stand leader** (aka inventory manager, back-of-house manager) – responsible for counting inventory at the beginning and end of an event, coordinating volunteers in the back of the kitchen to support orders at the front.
- **Head Cashier** (aka cash manager, front-of-house manager, assistant stand leader, etc.) – responsible for all cash handling, overseeing cashiers and food runners, and insuring compliance with alcohol policies.
- **Cashiers** (aka front-of-house)- responsible for running the register, pouring soda, pouring alcohol, complying with Centerplate alcohol policies, and assisting with set-up/breakdown of concession stand.
- **Food preps** (aka back-of-house) – responsible for heating and preparing food for sale, set-up/breakdown, and executing food orders (food runners).

All concession stands require a certain number of stand leaders, head cashiers, cashiers, and food preps. Your confirmation email from the NPO Coordinator will include the staffing make-up of your stand. If you are unable to provide the correct number of leaders, cashiers, and food preps to operate that stand, please contact the NPO Coordinator to make her aware. You may need to be reassigned to another location. If Centerplate sends supplementary staffing support to your stand, you cannot send them away. If you think there is a staffing issue we should be aware of at the event, please call the NPO Coordinator.

All volunteers must understand that they will be required to work diligently and present a positive image that best represents Centerplate and its partners. The volunteers must wear the Centerplate uniform and attend required orientation and training classes. For a typical event at the Superdome, volunteers will arrive 5 hours before the event begins. For such an event, the arrival requirements are as follows:

Event Start Time	12:00PM	3:00PM	7:00PM
Leadership Check-in	7:00AM	10:00AM	2:00PM
Volunteer Check-in	7:30AM	10:30AM	2:30PM
Gates Open	10:00AM	1:00PM	5:00PM

The total number of hours volunteers participate will depend on the length of the event and the amount of business. On average, an event lasts three hours. Taking into account the report time and time required to properly close the stand, volunteers can expect to work eight to twelve hours for an event. Once a volunteer enters the facility, they cannot leave until the event is concluded and your group has finished all clean-up.

Will Your Group Sell Alcohol?

The vast majority of our stands dispense beer and/or alcohol products. Beer also makes up a significant portion of our revenue. You will have far more opportunities to raise funds if your group opts to serve alcohol. The number of non-alcohol stands is extremely limited and these stands are staffed very quickly as a result. Volunteers must be 18 years old or older to serve alcohol.

Centerplate requires all volunteers (18 and over) that handle the sale of alcohol to take an on-site or online class in TIPS (Training for Intervention Procedures). Please consult the non-profit coordinator regarding upcoming training classes.

Centerplate cards anyone under the age of 30. You must ask the guest “Are you at least 21 years of age”, and to remove their valid identification from their wallet. Our policy is “**NO I.D., NO SERVICE.**”

Failure to follow Company policy or state laws will result in immediate discharge and possible action against the volunteer.

If you are accused of selling alcohol to a minor, you will be personally cited by the A.T.C. and will have to appear in court. This means a possible fine. **All volunteers involved in the sale of alcohol will have to read and sign Centerplate’s Alcohol Policy (which will be kept in your group file).**

How Much Will Your Group Make?

In return for your group’s assistance in staffing events, Centerplate will guarantee a commission based on net sales minus any shortages and other deductions due to insurance or penalties. Commission percentages range from 4%-15% depending on the stand type. Commissions will be reduced by excessive waste or spoilage as stated in the group contract. Potential sales are determined by subtracting the ending inventory from the beginning inventory of all controllable items (cups, buns, etc.), deducting spoilage or waste and authorized volunteer meal items, and multiplying the result by the selling price of the items. Notwithstanding the above, all spoilage/excessive waste exceeding 0.5 percent of the product cost as a percentage of concession food sales (but not beer/alcohol sales) will be deducted from the commission due to the charity. In addition, to ensure a profit for your group, your donation will have a set minimum of \$80 per utilized volunteer at the Arena and \$100 per utilized volunteer at the Superdome, but volunteer totals are limited to the required number of volunteers for your stand.

The commission rates are as follows:

- 15% commission for a permanent concession stand (which accommodates between 6 and 22 people)
- 12% commission for a food portable (which accommodates between 3 and 6 people)
- 5% for a beer portable (which accommodates 2 people, and is reserved for groups that have filled a permanent stand)

Centerplate will determine the final donation amount due after each event, which will either be the per person donation amount or a commission rate that equals more than the per person amount. A check will either be mailed to the organization or direct deposited to the bank account on-file 4-6 weeks after an event.

Donation Payout Examples

Superdome

For Invoice # use Stand #& event date: EX#: P130-0827						A/P #511018	# of People	Rate	SUM	A/P #511018	A/P #511018		A/P #224002		A/P #511004	A/P #600603	Pay Out
date	stand	vend	NPO	sales	%	commission due				commission adj	cash shortage	cash overage	insurance deduction	commission subtotal	Adj 2 Addl Labor	Adj 3 Uniform Charge	TOTAL DUE
1/1/21	113	15238	Safe Otter Habitat	\$3,396.50	15%	509.48	15	100	1500	990.53	0.00	37.39	33.97	475.51			\$ 1,466.04

Smoothie King Center

For Invoice # use Stand #& event date: EX#: P130-0827						A/P #511018	# of People	Rate	SUM	A/P #511018	A/P #511018		A/P #224002		A/P #511004	A/P #600603	Pay Out
date	stand	vend	NPO	sales	%	commission due				commission adj	cash shortage	cash overage	insurance deduction	commission subtotal	Adj 2 Addl Labor	Adj 3 Uniform Charge	TOTAL DUE
1/6/21	102	25613	Open Spaces	\$1,906.25	15%	285.94	8	80.00	640.00	354.06	2.00	0.00	19.06	266.88			\$ 618.94

Uniforms

Each organization is responsible for making sure that their volunteers are in proper uniform when they arrive for trainings and duty on event day. Volunteers must wear a standard uniform:

- **Shirt:** plain, black, sleeved shirt. Tank tops, halter tops, shirts with decals or embellishments are not permitted.
- **Pants:** a pair of plain black slacks free of patches, rips, stains, patterns, and fading should be worn. Capris and shorts are not acceptable. Baggy pants, denim jeans, tight-fitting or spandex-type pants are not permitted.
- **Shoes:** solid black, slip-resistant, sturdy, closed-toe, and heel shoes should be worn, with dark socks. No sandals, high heels, ballet shoes, or open-toed shoes are permitted.
- **Belt:** if the pants have belt loops, a plain, all-black belt must be worn.
- **MASK:** All volunteers will be required to wear a plain black mask while in our facility and concessions stands.

Parking

Parking is provided for all non-profit organizations in Lot C (at the end of Dave Dixon Drive, underneath the Claiborne overpass). Volunteers are encouraged to carpool as spaces are limited and the lot fills up quickly. Not parking in approved spaces can lead to the vehicle being towed, without notice, at the owner's experience.

Security

Due to security measures at the Superdome and Arena, personal belongings for volunteers must be in a clutch or small bag, no larger than 4"x6" (for group leaders, you will be given a clear 12"x12" bag). Please only bring in what will be absolutely essential, leave everything else in your car or at home. There are no exceptions to this policy.

Event Sign-up Process

1. To sign up for events, contact Centerplate's nonprofit coordinator via email, and include a finalized gate list with the dates for which you are signing up and the number of managers, cashiers (TIPS-certified only), and prep workers you will have. Please note that "signing up" is the same as telling Centerplate that you are committed to working the event with a specific number of volunteers. Your sign up for the event will be confirmed 3-7 days prior to the event. Signing up for an event after this time will not guarantee your organization a stand assignment.
2. Let us know as soon as possible if there are any changes to your gate list. Cancelling your group's participation less than 48 hours prior to an event may incur a penalty, as will arriving to an event without the number of volunteers you committed on your gate list. Communication with your NPO coordinator regarding this is key! We do realize that emergencies happen and will work with your group to accommodate them, but please try to let us know of any staff shortages as soon as possible.

Nonprofit Group of the Month

In recognition of the tremendous support that nonprofit partners provide to Centerplate, we will select one group each month to honor for their hard work. The group will receive program recognition from us, along with a monetary reward.

Recruiting/The Referral Program for Nonprofit Groups

Any nonprofit group that participates in the fundraising program at Centerplate and recruits a new nonprofit group to participate in the program will receive an incentive at the end of the season. To qualify, the enrolling group must specify, on their application and during the contract meeting, the group that referred them. When the new group participates in at least three required events, the referring group will receive a \$500 bonus. If/When the new group participates in all required events from their contract date through the end of the season, the referring group will receive an additional \$500 bonus (totaling \$1,000).

What's Next?

You've gotten this far and we hope you are ready to commit. Thank you and congratulations! We look forward to having your group volunteer with us and will do everything we can to make sure that your group is successful in this endeavor. Nonprofit organizations are accepted on a first come, first serve basis. Review the enclosed application and other documents. If your organization is willing to commit to the program, call the nonprofit coordinator to set up your contract meeting. Please note that all contract meetings will occur via Zoom to minimize exposure during the Covid-19 pandemic, The table below outlines the required documentation for a NPO that wants to join our program. Some documents will be provided; others must be submitted by the NPO. No group can enroll in our program until Centerplate possesses all the documents listed:

What Centerplate Provides	What Your NPO Provides
NPO Application (2 pages)	A copy of the 501(c)(3) or 501(c)(19) IRS determination letter (or state tax exemption letter for schools/churches)
Centerplate NPO Contract (10 pages)	A copy of liability C.O.I. listing Centerplate as "additional insured"
W-9 (1 page)	A letter from the principal on school letterhead authorizing participation in our program (if associated with a school)
Penalties Sheet (2 pages)	A letter from your bank specifying your group's routing and checking number (for direct deposit only)
ACH Authorization form (1 page) (for direct deposit only)	

Please submit all documents electronically to Ty.Siddiqui@Centerplate.com. New groups should call the NPO Coordinator to schedule a Zoom meeting to review contract materials. Contact: Ty Siddiqui at 504-558-6275 or 504-264-4848

SAMPLE NPO GATE LIST TO SIGN UP FOR EVENTS (AND ELECTRONIC VERSION WILL BE PROVIDED TO YOU AFTER ENROLLMENT)

Group Name:

Event/Date:

- Assign roles to your volunteers based on the number of volunteers you will have.
- Only persons 18+ can be cashiers; they must also have a TIPS card.
- Only volunteers who have completed the NPO orientation are authorized to volunteer. There will be no IVA events this year due to Covid-19 restrictions.
- Volunteers must arrive within the first hour of check-in; otherwise, Centerplate will backfill you at your expense.
- Please use multiple pages if necessary.

Positions	Volunteer Names	T-Shirt Size	Arrival Times
Inventory Manager			
Cash Managers			
Cashier 1			
Cashier 2			
Cashier 3			
Cashier 4			
Cashier 5			
Cashier 6			
Cashier 7			
Cashier 8			
Food Prep 1			
Food Prep 2			
Food Prep 3			
Food Prep 4			
Food Prep 5			
Food Prep 6			
Food Prep 7			
Food Prep 8			
Condiment Stand Prep			



Centerplate

Making It Better To Be There Since 1929.™

2021-2022 Superdome/Arena Nonprofit Fundraising Program Application

(Please print legibly)

Nonprofit Organization Name: _____

Federal Tax ID: _____ - _____ Volunteers Per Event: _____

What is your fundraising goal with us (dollar amount)? _____

How did you hear about our program? _____

Can your group commit to these required events? (Circle one) YES NO

EVENT	DATE	TIME
Monster Jam	Saturday, July 31 st , 2021	TBA
Saints vs. Jacksonville Jaguars Pre-Season Game	Monday, August 23 rd , 2021	7:00PM
Saints vs. Arizona Cardinals Pre-Season Game	Saturday, August 28 th , 2021	7:00PM
LSU vs. Florida State Kick-Off Game	Sunday, September 4 th , 2021	TBA
Saints vs. Green Bay Packers	Sunday, September 12 th , 2021	3:25PM
Saints vs. New York Giants	Sunday, October 3 rd , 2021	12:00PM
Saints vs. Tampa Bay Buccaneers	Sunday, October 31 st , 2021	3:25PM
Saints vs. Atlanta Falcons	Sunday, November 7 th , 2021	12:00PM
Saints vs. Buffalo Bills	Thursday, November 25 th , 2021	7:20PM
Bayou Classic	Saturday, November 27 th , 2021	TBA
Saints vs. Dallas Cowboys	Thursday, December 2 nd , 2021	7:20PM
R+L Carriers New Orleans Bowl	Saturday, December 18 th , 2021	8:15PM
Saints vs. Miami Dolphins	Monday, December 27 th , 2021	7:15PM
AllState Sugar Bowl	Saturday, January 1 st , 2022	TBA
Saints vs. Carolina Panthers	Sunday, January 2 nd , 2022	12PM
Possible Saints Playoff Games	TBA	TBA

If NO, please indicate which events you are unavailable: _____

General liability insurance is required to participate in our program. Which do you elect? (Circle one)

I want to enroll in Centerplate insurance or I will add Centerplate to my insurance

Group Leader Name: _____ Phone Number: _____

Address, City, State, Zip: _____

Email Address: _____ Secondary Phone: _____

Stand Manager Name: _____ Phone Number: _____

Email Address: _____ Secondary Number: _____

Asst. Stand Manager Name: _____ Phone Number: _____

Email: _____

Make Commission Checks Attention To: _____

Address, City, State, Zip: _____

I affirm that by signing below, I, _____,
am an authorized representative of _____, a
recognized 501(c)(3)/501(c)(19) tax-exempt organization. I further agree that my organization will uphold
the policies and procedures of Centerplate as outlined in this application, the NPO Manual, the
fundraising program contract, and the penalties sheet.

Printed Name: _____ Title: _____

Signature: _____ Date: _____