



Dear Booster Club President and Athletic Director,

Your local Carolina Ale House would like to help you raise money for your athletics department!

### Here's how:

Carolina Ale House is a huge supporter of local sports. This fall, we want to team up with local middle and high school booster clubs & Play it Forward.

Play it Forward is a new approach to fundraising in support of a school's athletic programs. Simply dine at Carolina Ale House any Friday Aug 25– Dec 15 and your school's athletic booster club will receive 10% of food sales!

### Let's PLAY IT FORWARD!

- Complete the PLAY IT FORWARD agreement form and submit it to the Local Store Marketing Specialist. You will receive a follow up with your Booster Club President or Athletic Director to kick off the program.
- Promote PLAY IT FORWARD to your students, parents and teachers. Make CAH the place to dine before or after the big game on Fridays.
- Submit your receipts to your Booster Club representative and 10% of your food bill will be counted towards your schools fundraising total.

We can't wait to partner with your school this season. Please contact me immediately if you are interested in pursuing this fundraising opportunity.

Best regards,

Taylor Brundage

Local Store Marketing Specialist