



Concessions Fundraising Information 2009

Thanks so much for your interest in volunteering in our concession stands here at Bank of America Stadium. This is a great opportunity to earn money for your organization!

Stadium Food and Beverage, the official provider of food, beverage and merchandise for the Carolina Panthers at Bank of America Stadium, partners with non-profit organizations by giving them the chance to increase their fundraising income while working in a fun and exciting environment.

Non-profit and civic organizations such as churches, schools and service clubs can raise money for their groups by working in concession stands at Bank of America Stadium events. Organizations that can bring 25-40 volunteers per event are staffed in concession stands and as vendors in the stadium bowl.

Although a big commitment comes with the opportunity, the end results are worth it. Many organizations return every season. They have found that there is no better way to raise money for their group. In addition, they get to enjoy the energy of the stadium on game days and develop relationships with the fans that are frequent customers.

95% of our groups come back to work with us year after year.

Following are the criteria for being selected as a non-profit group:

- Groups must prove non-profit status with a 501(c) Determination Letter from the IRS and provide the group's Tax ID number. (If your group does not already possess 501c status please go to www.irs.gov/charities/charitable/index.html)
- Each stand requires a certain number of adults (age 18 and older) to handle each point of sale (due to alcohol sales) as part of minimum staffing requirements, which vary by stand location. All groups are required to provide 25 or more volunteers.
- Groups are responsible for bringing the correct number of volunteers to all events. Each group must select a group leader as the main point of contact. The group leader must remain the same throughout the season and attend every scheduled event. All other volunteers can vary from game to game.
- There is an application process that all groups must complete in order to be considered for fundraising work in a stand.

Frequently Asked Questions

Q: What work would our group be doing if we were selected to work on game days?

A: Stadium Food & Beverage utilizes non-profit organizations to operate all concession stands during home events. Your group would take “ownership” of a concession stand- your volunteers would be responsible for the inventory, money, cleaning, preparing food, selling products and providing customer service to our guests during the event. Each stand has a Stand Manager in it as well to provide direction and guidance for the group. This employee is hourly paid and not part of the volunteer group.

Q: How many volunteers do I need to be able to run a stand?

A: We do require a certain number of adults (18 and over) to handle each point of sale (register) due to alcohol sales and we require the group to be able to provide 15 or more volunteers. Your group is responsible for bringing the correct amount of volunteers for every game throughout the season (including the college games during the season & any possible post season games). Each group should select a Group Lead who will be the main point of contact and the Group Lead must remain the same throughout the season and attend every scheduled event on the calendar for the season. Two-Three other members of the group should remain consistent for all games but all other volunteers can vary from game to game. The purpose of having one main Group Lead is to provide direction and guidance for your volunteers.

Q: What is the minimum age requirement for a volunteer?

A: Volunteers must be 15 years of age or older. All Volunteers running a point of sale (register) **MUST** be 18 years of age or older in order to sell alcohol. *(Each stand has a specific requirement of adults vs. minors and will be given to the Group Lead prior to the start of the season.)*

Q: How much money do groups usually make when they work concessions?

A: Each groups’ commission depends on your stands sales during the game. You will receive 10% of food & non-alcoholic beverage sales and 8% of alcoholic beverages.

(Commission % to vary per stand/ vending location)

Below are some examples of potential commissions that can be expected. *(This is based on an entire season; not just one game.)*

Concession Stands: * Fixed Stands located on the 100, 300 & 500 Levels

(40) people needed (Total potential: \$33,000)

(14) people needed (Total potential: \$10,000)

Vending/Portables: * Volunteers “hawking” in the stadium bowl during the game.

(45) people needed (Total Potential: \$ 30,000.00)

(36) people needed (Total Potential: \$ 17,000.00)

*** The figures listed above are “Potential” figures only- sales will vary depending on many factors including team performance, weather, items sold in stand, etc.*

Q: Do you provide Training?

A: There is mandatory Orientation Training sessions for all Group Leads of the non-profit organizations selected to work. This class is an introduction to our policies and procedures as well as our alcohol serving policy. All groups, returning and new, must attend a session before they are allowed to work in the Stadium. These sessions are critical to having a successful fund-raising season, and will assist you with planning and communications with your group volunteers.

In addition, we provide “In Stand” hands-on training for NEW groups & Returning groups. “In-Stand” Training assists your group in understanding the game day check-in process and the working environment of a concession stand. We will review the basic set-up and breakdown of your assigned location, equipment operation, and menu preparation. Each group should have as many of their volunteers in attendance as possible to maximize the retention of this valuable information.

The primary goal is to make your group as comfortable as possible before the first event. These classes are limited to two hours so arriving on time and giving your undivided attention is critical.

Q: What do we wear for an event?

A: Every volunteer is required to wear solid black or khaki pants or walking shorts, blue polo shirt (purchased from SF&B for \$15 each), closed toe/ slip resistant shoes and a baseball hat. The hat may either be a black Carolina Panthers hat (purchased from SF&B for \$7.50 each) or you may all wear a hat or visor advertising the name of your organization. *(All volunteers must wear the same hat.)*

- Stadium Food and Beverage will provide each volunteer with an apron for the day. These aprons must be returned at the end of the event.

Q: Do we need to sign a contract?

A: Yes, if you are selected to work with us for a season, you are required to sign a “Letter of Intent.” This is an agreement between your group and SF&B which will detail SF&B policies and procedures. Your Group Lead will also be required to sign your Commission Structure.

Q: What are the hours that we would be working?

A: The required check-in time for Group Volunteers is 2 hours prior to gates opening. (For example: For a 1pm Kick-off game, gates open at 11am so the Group Volunteers would be required to be here no later than 9am.) A typical workday for a group will be around 8-9 hours.

Stands vs. Vending Groups

Concession Stand- A stand that sells a variety of items with fixed points of sale (registers). Customers approach the stand windows to place their order. There are small and large Concession stands. (Large stands require 35-40 volunteers and a small stands require 10-14.)

Vending Room- A stand that sells a smaller variety of items by “hawking” out in the stadium bowl. Group volunteers are responsible for serving fans in their seats. This position is more physical than a fixed stand; requires walking up & down stadium stairs. (Vending Groups require more volunteers than Fixed stands- Average of 35 volunteers needed to run a Vending Room.)

“Back-Up” Groups

“Back-Up” groups are also hired on for each season. These groups are responsible for attending every game but they do not receive a permanent stand. Instead, if we have low staffing numbers in a permanent stand with another group we will supply 3-4 volunteers from a “Back-Up” group to provide the stand with the proper number of volunteers. Each stand has a specific number of volunteers required to run effectively & efficiently.

Being a “Back-Up” group is a great place to start for a new group to see how many volunteers actually commit to the process before having the responsibility of supplying a certain number of volunteers for a permanent stand.

“Back-Up” commission is based on a flat rate of \$40.00 per person.

Game Day Parking

Parking for game day employees of Stadium Food and Beverage is available in a lot off of Penman Street, about 3 blocks from Bank of America Stadium. There is no charge to park in this lot but it is first come, first serve. Shuttle Buses run from the parking lot to the stadium during check-in hours and after the event.

Parking for the stadium is very limited therefore we urge groups to ride together in vans/buses. If a group does ride together, we do provide bus passes for special bus parking.

The information included in this document is merely an overview and items are subject to change at the discretion of management.