

2022 Fundraiser Information Package



SPOLUMBO'S



info@spolumbos.com



What's inside:

- Delivery Contract
- Product & Price Guide
- Customer Order forms
- Coordinator Master form
- FAQ's
- Glossary



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How it works:

You:

- *carry no inventory*
- *have zero setup costs*
- *set your own selling price*
- *keep all the profits*

1. Decide on your mark-up prices and create a sell sheet for your campaign.

(Use our “**PRODUCT GUIDE**” templates to help you!)

2. Choose the campaign duration with clear dates for an active selling window and register your campaign with us via email: info@spolumbos.com We'll assign you a Spolumbo's fundraising manager to help!
3. **SELL! SELL! SELL!** Collect orders and payments from your customers.
4. At the end of your campaign, combine the total of all your group's orders onto the “**COORDINATOR MASTER ORDER**” and submit that consolidated order to your Spolumbo's fundraising manager.
5. We will schedule a delivery date and coordinate a 30-minute delivery window around a pre-determined appointment time.

DELIVERY CONTRACT

Customer Contracts require sign off prior to the start of any campaign.
Please keep a copy of this contract for your records

1. Fundraiser orders are delivered in a refrigerated truck to one location within Calgary or surrounding area (High River, Okotoks, Airdrie, Cochrane, etc.). Driver is responsible for a single DROP & GO service. YOU are responsible for lifting, sorting, and distributing your order.
2. A fundraiser liaison must be present to receive the order. Shipments are considered final once signed for. No returns or exchanges on any fresh meat products. Spolumbo's Fine Foods is not responsible for mishandling or storage issues following the delivery.
3. Customer's requesting a pick-up at Spolumbo's rather than delivery must comply with:
 - a) a dock compatible transport vehicle that is deemed to be clean and refrigerated and large enough to contain the entire order in a single transaction
 - b) one truck per campaign - no partial pick-ups, no dock sharing
 - c) no sorting or re-stacking on our site or while docked
 - d) no docking between 11:00 am – 1:30 pm

By signing this contract, I agree to the above terms and conditions.

Date: _____ Organization Name: _____

Fundraiser Contact: _____

Contact Phone: _____ Signature: _____



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PRODUCT GUIDE - A

Full-size sausages

- 36 links x 155g weight (count varies per sku)
- 2 vac-sealed trays per box
- 18 links in each tray (2 rows of 9)
- **Gluten-Free!**



Sell by the tray!

A full case contains 2 sealed inner packs. Consider if selling these separately is better.

***HINT:** Use a marker to label the vac-sealed trays. We'll provide you with extra bags for sorting.*

**Set your sell prices here:
We recommend COST x 1.35**



Flavour	Your cost / case	Sell Price / case (or unit)
Spicy Italian	\$ 70.00	
Mild Italian	\$ 70.00	
Bratwurst	\$ 70.00	
Chorizo	\$ 70.00	
Jalapeno Cheddar	\$ 73.70	
Chicken Apple	\$ 81.20	
Chicken Roasted Pepper	\$ 81.20	

PRODUCT GUIDE – B

More great meats!

- 35g Maple Breakfast links - 157 per box
 - 2 bags of ~78 links in each



- **BURGERS** - (**FROZEN, SOLD IN FULL CASES ONLY**)
 - Spolumbo's Blended Pork & Beef Patties
 - Chicken Sundried Tomato Basil Patties
 - 35 x 6oz pieces per case

- **Meatballs** - (**FRESH, FULL CASES ONLY**)
 - 8 trays of 12 per case
 - 12 x 35g meatballs per tray



x 8



Set your
sell prices
here:



Flavour	Your cost / case	Sell Price / case (or unit)
Maple Breakfast 35g (2 bags)	\$ 70.00	
Meatball 12-pk (8 trays)	\$ 62.40	
Spolumbo Burger (35pc)	\$ 80.00	
Chicken Sun Burger (35pc)	\$ 86.00	

PRODUCT GUIDE - C

Mamma's Meals, Sauces, and Snacks

Heat n' Eat Beef Lasagna

- Family Size 9" x 7" x 2" (deep)
- 3 to 4 meal portions
- Oven & Microwave-safe tray



- Mamma's Homemade Marinara Sauce
- Spolumbo's own Tailgate BBQ Sauce
(FULL CASES ONLY)
- 12 x 500ml glass mason jars per case

Chorizo Salami Sticks

- Fully cured, vac-sealed, & shelf stable
- Easy tear n' go 2-piece snack packs
- 30 units per case



Set your sell prices here: ↓

Flavour	Your cost / case	Sell Price / case (or unit)
Beef Lasagna	\$ 12.00	
Marinara Jar (12x 500ml)	\$ 55.65	
Tailgate BBQ (12 x 500ml)	\$ 55.65	
Salami Stick 2-Pk (30 pcs.)	\$ 60.90	

Consumer Order Form - A

Name: _____

Contact: _____



Full-size Sausages

- 36 links x 155g weight (count varies per sku)
- 2 vac-sealed trays per box
- 18 links in each tray (2 rows of 9)
- No fillers, no binders, no preservatives
- Gluten-Free

Flavour	\$/case	\$/tray (if offered)	QTY	TOTAL
Spicy Italian				
Mild Italian				
Bratwurst				
Chorizo				
Jalapeno Cheddar				
Chicken Apple				
Chicken Roasted Pepper				
SUB TOTAL – A				

Consumer Order Form - B

More great meats!

35g Maple Breakfast links - 157 per box

- 2 bags of ~78 links in each



BURGERS - (FROZEN, SOLD IN FULL CASES ONLY)

- Spolumbo's Blended Pork & Beef Patties
- Chicken Sundried Tomato Basil Patties
- 35 x 6oz pieces per case



• **Meatballs - (FRESH, FULL CASES ONLY)**

- 8 trays of 12 per case
- 12 x 35g meatballs per tray



x 8



Flavour	\$/case	\$/split (if offered)	QTY	TOTAL
Maple Breakfast 35g				
Meatball 12-pk (8 trays)				
Spolumbo Burger 6oz		N/A		
Chicken Sun Burger 6oz		N/A		
SUB TOTAL - B				

Consumer Order Form - C

Mamma's Meals, Sauces, and Snacks

Heat n' Eat Beef Lasagna

- Family Size (3-4 portions)



Mamma's Homemade Marinara Sauce & Spolumbo's own Tailgate BBQ Sauce

- 12 x 500ml glass mason jars per case
(FULL CASES ONLY)

Chorizo Salami Sticks

- Fully cured, vac-sealed, & shelf stable
- Easy tear n' go 2-piece snack packs
- 30 units per case



Flavour	\$/case	\$/split (if offered)	QTY	TOTAL
Beef Lasagna	N/A			
Marinara Jar (12 x 500ml)				
Tailgate BBQ (12 x 500ml)				
Salami Stick 2-Pk (30x2 pcs.)				
SUB TOTAL – C				

Customer Order Summary

Name: _____

Payment Status: _____

Contact: _____

Enter your selling unit and prices here:



Description and Item Code	Split Case?	\$ Price	QTY	TOTAL
Spicy Italian (911)				
Mild Italian (909)				
Bratwurst (901)				
Chorizo (902)				
Jalapeno Cheddar (01369)				
Chicken Apple (930)				
Chicken Roasted Pepper (936)				
Maple Breakfast 35g (200)				
Meatball 8 trays x 12-pk (4112)				
Spol Burger 6oz 35 pcs. (9212)	NO			
Chicken Burger 6oz 35 pcs (9238)	NO			
Beef Lasagna Regular (8531)	N/A			
Marinara 500ml (30599)				
Tailgate BBQ Jar 500ml (30594)				
Salami Sticks 30 / case (92664)	NO			
GRAND TOTAL (GST is not applicable)				

Coordinator Master Order

WE SELL IN FULL CASES ONLY - NO EXCEPTIONS

Consumers like to purchase in partial cases.

If you offer this option to your customers, it is your responsibility to consolidate partial orders into full ones, and to divide full cases into smaller units for distribution.

	Description	Prod. Code	Cost Price / case	QTY	TOTAL
A	Spicy Italian – 2 Trays	911	\$ 70.00		
A	Mild Italian – 2 Trays	909	\$ 70.00		
A	Bratwurst – 2 Trays	901	\$ 70.00		
A	Chorizo – 2 Trays	902	\$ 70.00		
A	Jalapeno Cheddar – 2 Trays	01369	\$ 73.70		
A	Chicken Apple – 2 Trays	930	\$ 81.20		
A	Chicken Roasted Pepper – 2 Trays	936	\$ 81.20		
B	Maple Breakfast 35g – 2 Bags	200	\$ 70.00		
B	Meatball 12-pk – 8 Trays per case	41112	\$ 62.40		
B	Spolumbo Burger 6oz NO SPLIT	9212	\$ 80.00		
B	Chicken Sun Burger 6oz NO SPLIT	9238	\$ 86.00		
C	Beef Lasagna Regular – no case	8531	\$ 12.00		
C	Marinara Jar 500ml – 12 / case	30599	\$ 55.65		
C	Tailgate BBQ Jar 500ml – 12 / case	30594	\$ 55.65		
C	Salami Stick 2-Pk – 30 / case	92664	\$ 60.90		
ORDER TOTALS = A+B+C (converted to full cases)					

FREQUENTLY ASKED

It's normal to have questions – most of the answers are here.

Schedule:

Q. How long does a campaign last?

A. *This is up to you. We recommend a selling period of **2-6 weeks**, depending on your goals and commitment. Longer campaigns tend to accumulate larger orders but are more time-consuming. If you do multiple campaigns each year, then consider a shorter cycle to space them out.*

Q. When is our delivery date?

A. *Approximately **2 weeks after your completed order** is submitted to us. You will coordinate the exact date together with your Spolumbo's fundraising manager once you have set up the campaign schedule.*

Delivery:

Q. What days and times are available for delivery?

A. *Drops occur on **Tuesdays thru Saturdays**, preferably between **11AM – 4PM**. These days and hours ensure that your group is receiving the freshest possible product based on our weekly production cycles.*

Q. Can I coordinate a specific drop time?

A. *We commit to a **30-minute window** around a pre-selected appointment. Example – a 1:00 pm appointment can arrive from 12:45 – 1:15pm*

Q. What areas do you deliver to?

A. ***Calgary** and surrounding rural communities at no charge. Other locations can also be arranged with a custom delivery schedule and variable transport fees. Ask us about a customized program for your town.*

Profitability:

Q. How much is a reasonable mark-up to set pricing at?

A. *This program is designed for you to enjoy **20% - 40%** profits while remaining competitive against commercial retail prices. You decide what rates your customers can bear; we are happy to help you with advice.*

FREQUENTLY ASKED pg.2

Sales Strategy:

Q. Can we split cases for customer?

A. **YOU CAN, but we don't do it for you.** You buy entire cases only from us. Consumers often want partial cases so there are many advantages to sell a partial unit. We encourage you to offer whatever makes you most successful, but it is your responsibility to convert your partial orders into full cases for your master order. It is also **your responsibility to split full cases into smaller consumer units if you sell them divided.**

Your **PRODUCT GUIDE** identifies which items are **NOT** eligible for splits.

Q. What if we have a partial case left over due to split sales?

A. *If your master sales do not happen to divide evenly into a full case then we will **SPLIT THE FINAL CASE** on sausage orders only. All other products will be sold in full-case increments only.*

Q. Does splitting a case compromise the product or break the seals?

A. **No.** You can safely divide most products based on sealed **INNER** packages. We can send you shopping bags to help re-pack the customer orders into smaller units, but you should refer to the product guide to determine the inner-package details per product as they do vary. For example, **BURGERS CANNOT BE SPLIT** at all, while you can very safely divide items like sauces and meatball trays.

Q. What about customers asking for ingredient lists or special diets?

A. **Ingredients & Nutritional Panels** are available on our website or you may contact your fundraising manager.

FREQUENTLY ASKED pg.3

Quality Control:

Q. What about unsatisfied customers?

A. *We stand by our products. Our team will work directly with your end-consumers for any individual concerns, but we are not responsible for temperature induced spoilages after delivery. Uncontrolled holding temperatures at the drop point is a very common mistake. Your customers should be prepared to portion, pack, and freeze their products immediately after receiving them. It is the fundraising coordinator's responsibility to arrange for swift transfer into the end-consumers' possession.*

Payments / Refunds / Customer Service:

Q. Can your customers pay us directly?

A. *No. Our transaction is one single order with the coordinators only.*

Q. What are our payment terms?

A. *You will receive **ONE** invoice from us representing your entire master order. We accept cheque, cash, credit and debit cards. You have 7 days from delivery to clear your invoice and can do this in person or over the phone with your fundraising manager or one of our accounts receivable officers.*

Q. We didn't get what we wanted, or someone ordered wrong. What now?

A. *It is your fundraising coordinator's duty to appoint a receiver to sign-off on the order accuracy at the time of the delivery drop. As a best practice coordinators should have each end-consumer sign a written order for accountability. The coordinators are responsible for ensuring each consumer order is accounted for and represented on the master order sheet.*

Spolumbo's does not offer exchanges or refunds for mis-communicated errors between coordinators, consumers, or the Spolumbo's managers.

SPOLUMBO'S WILL RECONCILE ANY DISCREPANCIES IDENTIFIED AGAINST THE MASTER ORDER FORM ONLY

GLOSSARY

CAMPAIGN: the name of your fundraising endeavour from start to end – for example: “*Hornets U10 Girls Spring 2022 Tournament Fundraiser*”

COORDINATOR: the person representing YOUR organization who is our point of contact and is placed in charge of your campaign.

SPOLUMBO’S MANAGER: the person at SPOLUMBO’S who will be assigned to your campaign and will be your point of contact for us.

CONTRACT: the terms and agreements that are specified on the DELIVERY CONTRACT page of this document. We require you to acknowledge that you have read and agree to these terms.

SPLIT: refers to the practice of dividing full cases to re-sell as smaller units

PRODUCT GUIDE: a form to help COORDINATOR’s plan pricing.

CONSUMER ORDER FORM: a CUSTOMER-FACING form to gather their orders

CONSUMER ORDER SUMMARY: a CUSTOMER-FACING summary of their orders that documents your entire transaction with them

COORDINATOR MASTER ORDER FORM: a SPOLUMBO’S-FACING summary that consolidates and communicates ALL the orders of your entire campaign to us for production and processing.