



# Non-Profit Volunteer 2010 Program Overview



*Levy Restaurants*


at





**CLEVELAND  
BROWNS**

STADIUM



 Did you know that Non-Profit organizations received well over \$1,200,000 in donations over the 2009 season of events with Levy Restaurants?

 Did you know that the average donation per Non-Profit organization for the 2009 season at Cleveland Browns Stadium was just over \$9000?

 How does my organization get involved?  
This packet will give you all the information you need to know to become part of the Levy Restaurants Volunteer Team.

 If you have any questions, please contact:

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*\* Please note that this packet provides a general overview of the Non-Profit Volunteer program. The actual terms, conditions and requirements for Non-Profit groups are contained in the Non-Profit Service Agreement. If anything in this packet is contrary to the terms of the Non-Profit Service Agreement, the terms of the Non-Profit Service Agreement shall prevail.*



# Who Is Levy Restaurants?

Since its entrepreneurial founding in 1978, the Company has grown from a single delicatessen in Chicago, to an industry-leading food organization. Today, as a result of its commitment to its restaurateur mindset, Levy Restaurants has been recognized as one of America's fastest growing companies in its industry, with one of the most diverse portfolios that celebrates food in restaurants, sports stadiums, arenas, convention centers, zoos, racetracks, and music festivals in every major market.

## Levy Restaurants at Cleveland Browns Stadium

Welcome to Levy Restaurants at Cleveland Browns Stadium!

Guests visiting Cleveland Browns Stadium will be amazed by the unlimited dining options that are available. On game day, the AT&T City View Club and the AT&T Lake View Club offer panoramic views while relaxing indoors with an unbelievable array of culinary options – from the Chef's own Gridiron Gourmet, a la carte options at the Right Cut Carvery to our multiple innovative concession options and more. Our 145 suites combine incredible views of the action on the field with impeccable cuisine and world-class service catering to your every need!

Together, Levy Restaurants and the Cleveland Browns are committed to make your next visit to the stadium an unforgettable experience. Whether you are here for a Browns' game with your family or your company's next big social function, we understand how important your event is to you and welcome the opportunity to show you how important it is to us.

The state-of-the-art, 73,200-seat stadium is the home to the venerable Cleveland Browns and has been called one of the finest entertainment complexes in the country. Throughout the years, it has also hosted US Men's and Women's National Team soccer matches, many college and high school football games, as well as numerous major concerts, including: Kenny Chesney, the Three Tenors, George Strait and much more!

Levy Restaurants is built on delicious food, impeccable service and family values. We invite you to share in our tradition and ensure that your experience at Cleveland Browns Stadium is just as exciting as scoring the winning TOUCHDOWN – so much that you'll be doing your own end zone celebration!!



## Our Vision – The Levy Difference

As a family of passionate restaurateurs, we live “The Levy Difference” by creating great restaurant experiences wherever our innovative approach might take us.

## Our Values

There are three Levy Values that guide everything we do – family, passionate, and restaurateur.

## Our Guests

As restaurateurs, we never forget the value of each customer and how important it is to continuously focus on what they need, and anticipate what might make their overall experience enjoyable.

# Non-Profit Organization Expectations

**Being a part of the Levy Volunteer Team at Cleveland Browns Stadium is a season long commitment.** There are minimum expectations that we ask of each organization so that we may provide consistent service to all of our guests. All minimum expectations must be met prior to allowing an organization to participate in an event.

## Volunteer Requirements

All volunteers must be at least 18 years of age to participate at Cleveland Browns Stadium. Anyone selling or serving alcohol must be at least 21 years of age and must attend all required training sessions.

We have something for every size organization, large or small. If you know of another organization that you would like to partner with to fill a stand or you would like Levy to partner you with another group please let us know. If your organization has enough volunteers to fill more than one stand, we can certainly consider it!

## Paperwork Requirements

All paperwork must be completed prior to volunteering. Each organization must have all necessary paperwork completed and turned in before participating at any event. The required paperwork is outlined later in this packet.

## Training Requirement

All volunteers must complete all Levy training programs before being able to participate at an event, this includes but not limited to Creating Legends, Regulatory Compliance Alcohol Services, and Non-Profit/Concession Training. Several training sessions are provided prior to the beginning of the season and others are scheduled periodically throughout the season as needed. The required training is outlined later in this packet.

# 2008-2009 Schedule of Events

*FOR REFERENCE ONLY; 2010 SCHEDULE WILL BE ANNOUNCED IN APRIL, 2010*

<b>2009 CLEVELAND BROWNS SCHEDULE</b>			
<b>PRESEASON</b>			
DATE	OPPONENT	TIME	
 Sat., Aug. 15	@ Green Bay Packers	8:00	
 Sat., Aug. 22	Detroit Lions	7:30	
 Sat., Aug. 29	Tennessee Titans	7:30	
 Thurs. Sept. 3	@ Chicago Bears	8:00	
<b>REGULAR SEASON</b>			
DATE	OPPONENT	TIME	
 Sun., Sept. 13	Minnesota Vikings	1:00	
 Sun., Sept. 20	@ Denver Broncos	4:15	
 Sun., Sept. 27	@ Baltimore Ravens	1:00	
 Sun., Oct. 4	Cincinnati Bengals	1:00	
 Sun., Oct. 11	@ Buffalo Bills	1:00	
 Sun., Oct. 18	@ Pittsburgh Steelers	1:00	
 Sun., Oct. 25	Green Bay Packers	1:00	
 Sun., Nov. 1	@ Chicago Bears	1:00	
Sun., Nov 8	BYE WEEK		
 Mon., Nov. 16	Baltimore Ravens	8:30	
 Sun., Nov. 22	@ Detroit Lions	1:00	
 Sun., Nov. 29	@ Cincinnati Bengals	1:00*	
 Sun., Dec. 6	San Diego Chargers	4:05*	
 Thurs., Dec. 10	Pittsburgh Steelers	8:20*	
 Sun., Dec. 20	@ Kansas City Chiefs	1:00*	
 Sun., Dec. 27	Oakland Raiders	1:00*	
 Sun., Jan. 3	Jacksonville Jaguars	1:00*	

\* Time subject to change per NFL flex scheduling  
All times Eastern

Home Games

All games are broadcast on the Cleveland Browns Radio Network

ADDITIONAL GAME:

Saturday, September 19, 2009: Ohio State Buckeyes vs. Toledo Rockets

For a typical event, the arrival requirements are as follows:

Game Starts:	1:00PM	4:00PM	8:30PM
Gates Open:	11:00AM	2:00PM	6:30PM
Stand Leads and Co-Stand Leads arrive:	8:30AM	11:30AM	4:00PM
Remainder of group volunteers	9:00AM	12:00PM	4:30PM

## Uniform Requirements

Each organization will be responsible for making sure that their volunteers are in proper uniform one hour prior to gates opening. The proper uniform consists of:

- \* Levy issued collared shirt, hat and name badge – clean and neat.
- \* Khaki pants, neat and clean. Jeans, Cut-offs, Shorts, and Sweat Pants are STRICTLY PROHIBITED.
- \* Closed toe, rubber soled, slip-resistant shoes – in good condition (no holes). Sandals are NOT permitted.
- \* Hair that is shoulder length or longer must be pulled back.

Levy will provide the shirt on event day. All organizations will be issued a set of hats at the beginning of the season at no cost. If a volunteer comes to the game without a hat there will be ones available for purchase. The volunteer must be dressed in all other aspects of the uniform upon entering the gates for check-in. Anyone not wearing the proper uniform will be asked to leave.

## Stand Assignments

The assignment of stands is in Levy's sole discretion and based on prior volunteer history and current commitment and performance. At the beginning of a season, the groups that met commitment requirements for the previous season will have first choice of stand assignments.

To maintain these assignments, the groups will have to meet or exceed the current season's commitment and requirements. No one is guaranteed a stand placement for the entire season and groups should not expect to remain in the same stand for all events. Game day assignments are not released prior to the event.



# Required Paperwork

The following outlines all of the paperwork that must be completed or provided before participating in your first event:

## Non-Profit Tax Exempt Status

Each organization must certify that they are a Not-For-Profit, tax exempt organization as defined by the Internal Revenue Service Section 501(c)(3) of the Internal Revenue Code. The group must provide a Letter of Determination recognizing the organization as tax exempt. Churches and schools may provide a Letter of Determination or State Exemption certificate. If the group name does not match the name on the certificate or Letter of Determination, additional documentation will be required. The group must operate for civic, charitable, religious, or educational purposes.

## Group Insurance Requirements

Each organization is responsible to provide insurance coverage as set forth in the Non-Profit Services Agreement. The organization must provide a certificate of insurance that will be kept on file for the duration of the contract. If the organization is not able to provide the required certificate of insurance, 2% of net sales will be deducted on an event basis.

## Non-Profit Group Service Agreement

Each group must sign an agreement that outlines the policies and procedures that must be followed. A copy of your Federal Tax Identification Number must be furnished with the signed service group agreement.

## Letter of Intent to Volunteer

All non-profit group members must sign a written statement declaring their intent to volunteer and donate their services to Levy Restaurants. All volunteers must sign this at every event.

## Description of Non-Profit Organization

All non-profit groups must provide a brief description of their organization in advance and detail what the money raised will be going towards.

## Federal Tax Requirements

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

## Age Requirement

All non-profit group members must be at least 18 years of age to volunteer with Levy Restaurants. Volunteers that serve or sell alcoholic beverages or participate as a cashier must be at least 21 years of age. Each volunteer is required to present a valid picture ID (showing date of birth) upon checking in for each event.

# Training Requirements

Levy Restaurants will supply training to all group members to ensure proper management and great guest service in all of the concession locations. Levy Restaurants will train workers on: inventory procedures, guest service, responsible alcohol training, cash handling, and food preparation.

In addition, group leaders and group members who are working with Levy Restaurants are required to attend all Levy training sessions before participating at any event.

## Orientation and Training Classes

### Creating Legends

Learn what makes Levy Restaurants a great team! Discuss policies and procedures, customer service, appearance guidelines, and basic facility rules and regulations.

### Operational and Guest Service Training

Learn how to operate a concession stand – from cash registers to cooking equipment. Discuss inventory control, paperwork completion, and proper cash handling procedures. Learn the check-in/out procedures, staffing tips, appropriate food safety and sanitation measures, food preparation, and how to Win One Customer At A Time!

### Regulatory Compliance Services: Alcohol Training

All volunteers of Levy Restaurants are required to complete the alcohol service training prior to volunteering. Volunteers must submit confirmation to their group leaders before the volunteers can work. All new team members/volunteers must participate in a training session through the online training. The following topics will be covered:

- 1. Proper Identification Checking/Minors**
- 2. Intoxicated Patron/Intervention**
- 3. Illegal Drug Activity Prevention**
- 4. Responsible Service of Alcoholic Beverages**
- 5. Local & State Laws/Ordinances**
- 6. House Policies**
- 7. Proper Management Practices**

# 2010 Donation Structure

Outlined below is the donation structure for the 2010 season. This structure applies to all events. Levy management reserves the right to add additional bonus criteria to special events.

## Standard Donation Payout

EXAMPLE:

### Concession Stands

Food and beverages 10% of Net Sales

**\* \$200 minimum donation on all locations**

*\* Minimum staffing requirements must be met to receive minimum payout*

*\* PLEASE NOTE: Group will be deducted 2% if the organization can not provide the insurance requirements set forth by Levy Restaurants*

## Donation Payout Example

Total Gross Sales: \$11,000.00

Base Donation: \$1,100.00

Sample Game Day Bonus 1: Shortest Transaction Time: \$50.00

Sample Game Day Bonus 2: Closest Inventory Stand Sheet to Cash: \$100.00

**Total Donation: \$1,250.00**

*PLEASE NOTE: 2% will be deducted from Food and Beverages Net Sales if the organization can not provide the insurance requirements set forth by Levy Restaurants. There will be % deductions established on overall performance of the group and attention to detail.*

## Payment Structure

In addition to the standard donation payout, each group may be eligible for incentive bonuses on an event by event basis. The total incentive amount will be paid to the group on the current event check. The Levy Concessions Supervisor will be responsible for recording and signing off if the bonus criteria were met at the designated time. This will be turned into the Volunteer Coordinator at the end of the event. The Volunteer Coordinator and other members of the Concession Management team reserve the right to override the decision of the supervisor on all bonus decisions.

## Want to Receive a Larger Donation?

You can receive a larger donation for your organization if you can provide extra volunteers. If you have more volunteers than needed to staff your primary location then those extra individuals can volunteer in other stands and receive an additional donation for their efforts.

# 2010 Pyramid Savings Plan

This is your opportunity to make your hard work and effort pay off even more as the season progresses! Over \$65,000.00 was paid out in extra donations during the 2009 season. Starting with the first pre-season game, 1% of your total net sales will be set aside in your very own "Holiday Payout" account. This account will continue to grow as long as you continue to volunteer at the eligible events and meet all requirements. If your organization misses one of the events, your account balance returns to zero and you start all over again.

## EXAMPLE:

Here is a list of the eligible events:

- Volunteer at all 10 home Browns Games
- Volunteer at all home playoff games (if applicable)
- Volunteer at all additional events at Cleveland Browns Stadium (if applicable)

## Requirements:

- You must meet all regular donation and bonus criteria on an individual event basis to be eligible for the Holiday payout.
  - No game substitutions will be allowed. If the circumstance arises that a group was willing to volunteer at an event and the event was fully staffed, the group will be given credit for that event only if the group showed up at the event to be used as backup and was not utilized. The group will receive the minimum donation of \$200.
  - You will receive your Holiday payout on a separate check after the end of the season.
- Decisions on the Holiday payouts are at the final discretion of the Levy management team.

# Non Profit Organization Profile

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Federal Tax ID: \_\_\_\_\_

Brief description of purpose of organization:

## **Group Leader:**

Name: \_\_\_\_\_

1st Phone: \_\_\_\_\_

2nd Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

## **Secondary Contact:**

Name: \_\_\_\_\_

1st Phone: \_\_\_\_\_

2nd Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Describe the Non-Profit Organization:

How many years has your group been active?

Has your group volunteered Levy Restaurants in the past?

What is your group's fundraising goal for this year?

Where did you hear about the Volunteer Program with Levy Restaurants?

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