



"Service was great...Easiest fundraiser we have ever done!"

B. Crawford

"...Easy and profitable, our grade 4 students had a blast doing it."

D. Hennig

Dear Fundraising Chairperson:

This is what people like you are saying about Little Caesars® Pizza Kit Fundraising Program. Since 1997, our program has helped schools, churches, daycares, youth sports teams and other non-profit groups raise BIG!BIG! dough and reach their fundraising goals.

Here are some of the great benefits of fundraising with Little Caesars®:

- **Big!Big! Profit** - Your organization earns **\$5.00** for every item sold. You'll be amazed at how much you'll earn!
- **Big Brand = Bigger Sales** - Little Caesars is one of the most trusted and recognized brands in the world.
- **FREE Delivery** - FREE Delivery of 100 items or more!
- **Easy To Run** - Our friendly representatives will personally walk you through the entire process from your first call to the delivery of your Kits!
- **Quality & Value** - Little Caesars® Pizza Kits deliver fresh, high quality ingredients. Each Kit includes everything you need to make at least 3 delicious family-size pizzas.
- **Powerful Online Tools** - Everything you need to manage your fundraiser is now online. Check out everything at PizzaKit.ca.

Special Offers

Selling Bonus: The more your group sells, the more you earn. Receive a FREE Pepperoni Pizza Kit for every 100 Kits sold! This will help you earn even more dough!

Earn a bigger bonus for scheduling your fall fundraiser now! Contact us for more details.

Enclosed you'll find additional information about our program for your review. I'm sure you'll find our program to be a FUN and EASY way to raise dough for your organization with products your members will ask to sell again and again.

Getting started is easy! Just fill out and return the registration form on the back of this letter or call us at **1-888-4-LC-KITS** (1-888-452-5487). Our friendly representatives are available to take your call from 8:30 a.m. - 8:00 p.m. ET. Or, visit us online whenever it's convenient for you at PizzaKit.ca.

Sincerely,

A handwritten signature in black ink that reads "Joan M. Rivard".

Joan M. Rivard, Vice President



* Selling Bonus: Minimum order 100 items (excluding bonus items). Offers available for deliveries February 27, 2012 - December 31, 2012. Not available in conjunction with any other offer. Profit structure applies to your area. Delivery may not be available in all areas. Facebook is a registered trademark of Facebook, Inc. The Twitter name and logo are trademarks of Twitter, Inc.

Little Caesars® Pizza Kit Fundraising Program

2211 Woodward Avenue • Detroit, Michigan 48201-3467

(313) 471-6100 • 1-888-4-LC-KITS (1-888-452-5487) • Fax: (313) 471-6101 • PizzaKit.ca



Registration Form - Please Fill Out and Return To Get Started!

To help plan your fundraiser and to ensure a smooth delivery, please note:

- Your order is due by noon on the Final Order date.
- A delivery fee may apply. Delivery may not be available in all areas.
- Be sure to have one volunteer for every 100 items ordered. Remind your volunteers to meet you at the delivery location before your delivery time.
- Allow at least one hour after scheduled delivery time to sort your order.
- Pizza Kit driver will unload and count your order to make sure everything is accurate and all items are in good condition.
- After counting your order, please sign the invoice and pay the driver with cashier's cheque or money order (school cheques will also be accepted).
- Products are PERISHABLE. They need to be stacked in a cool place during distribution and refrigerated according to directions stated on packaging.

Please complete all of the information below. One of our friendly Customer Service Representatives will contact you to confirm your registration
Thank You! Thank You!®

Has your organization used Little Caesars® Fundraising Program Before? Yes No

Products you would like to sell: **Family Favourites** – Choose from our most popular Kits including Pizza Kits, and our signature Crazy Bread® Kit.
 Something For Everyone – Choose from our full product line up including Pizza Kits, Bread Kits and Cookie Dough.

Name of School/Organization _____

Delivery Address _____

City/Province _____ Postal Code _____

Delivery Location _____ County _____

Do you have any delivery restrictions for a 65' semi-truck (i.e., weight for roads, low clearance bridges or local ordinances) at the delivery location? Yes No

If yes, please describe: _____

Two nearest cross streets to delivery address _____

Phone # at Delivery Location _____ Province Tax I.D. # _____

of Active Sellers _____ # of Posters Needed _____ Group Goal (Total # of Items) _____ Dollar Goal \$ _____

Name of Chairperson/Group Leader _____

How did you hear about us?

- Repeat Customer
 Internet - Search
 Internet - Ads by Google
 Internet - Facebook/Twitter
 Conference
 Referral
 Sales Rep
 Purchased Products
 Email
 Mail
 Other

Mailing Address _____ City/Province _____
(Sales materials will only be delivered to a commercial address)

Postal Code _____ Primary Contact Phone # _____

Secondary Contact Phone # _____ Fax # _____

E-mail Address _____

Sale Start Date _____ Preferred Week of Delivery _____ Preferred Delivery Window AM PM
(Please use Monday's date to indicate preferred week of delivery)

Please indicate any time frame you are unable to take delivery (i.e., after 4pm) _____

A Customer Service Representative will contact you within 24-48 hours after receiving this registration to confirm your delivery date and time. **Thank You! Thank You!®**

Signature _____ Date _____

LITTLE CAESARS® PIZZA KIT FUNDRAISING PROGRAM

2211 Woodward Avenue, Detroit, MI 48201-3467 • Fax: 313-471-6101

Call us toll-free at **1-888-4-LC-KITS** (1-888-452-5487) or visit us at **PizzaKit.ca**

NEW!
Personal
Pepperoni
Pizza Kit!

 **Little Caesars**
Pizza Kit
Fundraising
Program

Something
For
Everyone!

**You Get More For Your Money
With Little Caesars® Pizza Kits!**



A GREAT FUNDRAISING VALUE!

**Value,
Quality &
Convenience**

Pizza Kits - 3 Pizzas In Every Kit!



3 Pizzas For \$23.00

P PEPPERONI PIZZA KIT

From our family to yours! Our signature pizza crust is paired with 100% real Muenster and Mozzarella cheeses, flavourful tomato sauce and a generous portion of zesty pepperoni! Makes 3 Little Caesars 12-inch Pizzas at home in less than 10 minutes.

TROUSSE DE PIZZA AU PEPPERONI

Directement de notre famille chez vous! Notre croûte de pizza unique est accompagnée de fromages munster et mozzarella authentiques à 100 %, d'une délicieuse sauce tomate et d'une généreuse portion de pepperoni piquants! Donne 3 pizzas Little Caesars de 12 pouces (30,5 cm).



**Great Source
of Calcium!**

3 Pizzas For \$20.00

C CHEESE PIZZA KIT

Say Cheese! With our 100% real Mozzarella and Muenster cheese blend. Add your own toppings to create your favourite family recipe. Makes 3 Little Caesars 12-inch Pizzas at home in less than 10 minutes.

TROUSSE DE PIZZA AU FROMAGE

Pensez fromage! Avec notre mélange de fromages munster et mozzarella, 100 % authentique. Ajoutez vos propres garnitures afin de créer le mets favori de votre famille. Donne 3 pizzas Little Caesars de 12 pouces (30,5 cm).

Personal Pizza Kits - 9 Pizzas In Every Kit!

NEW!



9 Pizzas For \$23.50

PP **NEW!** PERSONAL PEPPERONI PIZZA KIT

Quick and delicious! Create the perfect snack or a quick meal just the way you want it. Makes 9 Little Caesars 6-inch Pizzas at home in less than 10 minutes.

TROUSSE À PIZZA AU PEPPERONI POUR UNE PERSONNE

Rapide et délicieux! Réalisez l'en-cas parfait ou un repas rapide exactement selon vos goûts. Pour 9 pizzas Little Caesars de 15,2 cm (6 pouces).



9 Pizzas For \$21.50

PC PERSONAL CHEESE PIZZA KIT

Top your own personal pizza starting with a generous portion of real cheeses! Makes 9 Little Caesars 6-inch Pizzas at home in less than 10 minutes.

TROUSSE DE PIZZA INDIVIDUELLE AU FROMAGE

Garnissez votre propre pizza individuelle en commençant par une généreuse portion de fromages authentiques! Donne 9 pizzas Little Caesars de 6 pouces (15 cm).

Bread Kits



3 Breads For \$21.00



**Little Caesars®
World
Famous!**

3 Breads For \$16.50

IB

ITALIAN CHEESE BREAD KIT

Bursting with Old World flavour! 100% real cheese topped with mouth watering garlic buttery sauce and a zesty blend of Parmesan cheese and our own Italian spices. Makes 3 Little Caesars 10-inch square Italian Cheese Breads at home in less than 10 minutes.

TROUSSE DE PAIN AU FROMAGE ITALIEN

Débordant de saveurs du vieux continent! Fromage 100 % authentique garni d'une élicieuse sauce au beurre à l'ail et d'un mélange piquant de parmesan et de nos propres épices italiennes. Donne 3 carrés de 10 pouces (25 cm) de pain au fromage italien de Little Caesars.

CB

CRAZY BREAD® KIT

Fabulous, fast and flavourful! Enjoy our signature Crazy Bread® fresh from your own oven. Topped with creamy garlic buttery sauce and Parmesan cheese. A quick and easy complement to any meal or a special treat! Makes 3 Little Caesars 18-piece orders of Crazy Bread® at home in less than 10 minutes.

TROUSSE CRAZY BREAD®

Fabuleux, rapide à préparer et savoureux! Savourez notre pain unique Crazy Bread® sorti frais de votre four. Garni d'une sauce crémeuse au beurre à l'ail et de délicieux parmesan. Un mets rapide et facile à préparer qui accompagne n'importe quel repas ou occasion spéciale! Donne 3 portions de 18 morceaux de pain Crazy Bread® de Little Caesars.

Cookie Dough



Sweet & Scrumptious!



\$18.50

BC

LITTLE CAESARS® PLACE & BAKE CHOCOLATE CHIP COOKIE DOUGH!

Family size cookie dough with "Place & Bake" convenience. Pre-portioned cookie dough with a homemade taste! Made with delicious real semi-sweet chocolate chips. A quick and delicious snack. Each Kit includes four 15-count individual packages of pre-portioned cookie dough.

PÂTE À BISCUIT AUX PÉPITES DE CHOCOLAT PLACE & BAKE

Préparée avec de délicieuses pépites de chocolat authentique mi-sucré. ! Chaque trousse comprend quatre emballages individuels de pâte à biscuit préalablement mesurée qui peut être utilisée en tout temps. Chaque emballage permet de préparer 15 biscuits Little Caesars de 28 g (1 oz).

**Just Place, Bake
& Enjoy!**

**Bake some for
your family today!**

A Leader In Fundraising Value

You expect quality and value for your money. Little Caesars® is known as a value leader and you'll find that our Pizza Kits deliver with superior taste and affordability. You'll be pleased with our delicious, convenient, and economical products!

Get more for your money with Pizza Kits!

Everything you need to make at least 3 delicious family-size pizzas at home in less than 10 minutes! All items are individually packaged, so whatever is not immediately used can be stored in the fridge or freezer.



Easy As 1-2-3!



1. Spread Sauce



2. Add Cheese



3. Add Your Favourite Toppings,
Bake & Enjoy!

High Quality = Great Value!

Purchase your Little Caesars® Pizza Kits with confidence! We offer only top-quality products made with the freshest ingredients available!

- ✓ Crust baked daily with our own special patented process
- ✓ Custom blended 100% real Mozzarella and Muenster cheese
- ✓ Pizza sauce made with vine-ripened tomatoes and specially-crafted spice blends
- ✓ Premium toppings

With several great tasting varieties to choose from, everyone in your family will have a favourite of their own! For nutrition and ingredient information, please visit PizzaKit.ca.



Check out
what Little Caesars®
Pizza Kit customers
are saying:

Yummy. The pizza exceeded my expectation, I wish I ordered more.

- K. Booker (Stratford)

Everyone is very satisfied, others wish they had ordered.

- C. Geltink (Ingersoll)

Myself and my kids love them. Amazing quality and taste.

- T. Stoughton (Gooderham)

Visit PizzaKit.ca for more
customer testimonials!

For more ingredient information please visit PizzaKit.ca, or call 1-888-452-5487. Prices and products subject to change.

Pour plus de renseignements concernant les ingrédients, veuillez consulter le site PizzaKit.ca ou appeler le 1-888-452-5487. Les prix et produits peuvent être modifiés.



History of Community Commitment!



Little Caesars® Pizza Kit Fundraising Program was founded in 1997, as a result of our company's strong commitment to community and family. As a long-time sponsor of numerous youth sports teams, Little Caesars® could see the need for additional funding continuing to grow year after year. To answer that need, we launched the Pizza Kit Fundraising Program as a new, fun and innovative way to help teams raise those much needed funds.

Today, Little Caesars® Pizza Kit Fundraising Program proudly helps raise millions of dollars for thousands of schools, churches, sports teams and nonprofit groups throughout Ontario and Southeastern Alberta, Canada and the continental United States.

Fundraising With Little Caesars® Pizza Kits Is Easy!

Helpful tips to get you started...

- Share your sales goal and the purpose of your fundraiser. Customers like to know about the cause they are supporting.
- Be sure to point out to your customers that Kits are a value. Traditional Pizza Kits make 3 family-size pizzas, and Personal Pizza Kits make 9 pizzas.
- Contact everyone you know including friends, neighbours, and relatives.
- Ask for help. Parents can help by selling Pizza Kits at work.
- Don't forget to ask teachers, administrators, coaches and teammates. Your friends at your church, synagogue, mosque, or house of worship will want to support your fundraiser, too.
- Use our online tools to help reach your customers. Discuss with your parents a plan that includes using email, text messages and social media.
- Mention 2 or 3 of your favourite Pizza Kits while selling. Your customers will want to hear your recommendations.
- Point out to your customers reasons to stock up – holidays, special events, birthday parties, sleepovers, and family get-togethers.
- Share with your customers that most people use their Pizza Kits very quickly. Make sure they've ordered enough to last until your next fundraiser!
- Remind your customers that they can trust the Little Caesars® brand name.

Remember, for your personal safety please do not sell door-to-door to strangers!

Helping You Raise Dough For Your Community!

Call us with questions and comments, Monday – Friday 8:30 a.m. – 8:00 p.m. ET
1-888-4-LC-KITS (1-888-452-5487), or visit us online 24-hours-a-day **PizzaKit.ca**

Prices, products and prizes subject to change.

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RECYCLE

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