



## GET MORE WITH OUR FUNDRAISING PROGRAM!

Dear Fundraising Chairperson:

Thank you for your interest in a Little Caesars® Pizza Kit Fundraiser. When choosing a fundraiser for your group, ease and profit are important pieces of the fundraising “pie”. Our fundraiser is easy to sell and offers the quality and value you expect from Little Caesars®. We’re part of a family of companies that’s been loved and trusted for more than 50 years. Since 1997, we’ve helped schools, daycares, sports teams and other groups raise millions of dollars for classroom needs, sports equipment, band uniforms, playgrounds and more.

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

- **HIGH PROFITS!** Earn **\$5 profit** on your traditional favorites, or **\$6 profit** per Kit sold on our newest “Specialty” product line! Plus, for every Kit your group sells over 500, you’ll get a “**Bonus Buck**”.
- **EASY TO RUN!** Selling Pizza Kits is easy with our enhanced online tools. Plus you can easily promote your fundraiser via social media right from our website!
- **MORE SALES!** Our fundraising experts are available to answer questions and offer tips to motivate your sellers and increase participation to make this your most profitable fundraiser yet!

I’m sure you’ll find our program to be a FUN and EASY way to raise dough for your group with products your members will ask to sell again and again.

Getting started is easy! Just fill out and return the registration form following this letter or call us toll-free at 1-855-724-1252. 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.com](http://PizzaKit.com).

Sincerely,

A handwritten signature in black ink that reads "Jill Stevens".

Jill Stevens  
Director of VIP Accounts  
Toll-Free: 1-855-724-1252  
Email: [marketing@PizzaKit.com](mailto:marketing@PizzaKit.com)

 /LittleCaesarsPizzaKit

   /LCPizzaKit

**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) 221-9520 • [PizzaKit.com](http://PizzaKit.com)



# Let's Get Started!

Complete the information below or simply give us a call to schedule your delivery date at 1-888-4-LC-KITS (1-888-452-5487)!

Name of Organization \_\_\_\_\_

Delivery Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

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 \_\_\_\_\_ State Tax I.D. # \_\_\_\_\_

# of Active Sellers Participating in the Fundraiser \_\_\_\_\_ # of Posters Needed \_\_\_\_\_ Group Dollar Goal \$ \_\_\_\_\_

Name of Chairperson/Group Leader \_\_\_\_\_

Mailing Address  Same address as above \_\_\_\_\_  
(Sales materials will only be delivered to a commercial address)

City/State/ZIP \_\_\_\_\_

Primary Contact Phone # \_\_\_\_\_ Secondary Contact Phone # \_\_\_\_\_

E-mail Address \_\_\_\_\_

Fundraiser 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) \_\_\_\_\_

How did you hear about us?

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

Has your organization worked with Little Caesars® Pizza Kit Fundraising Program before?  Yes  No

## A few tips for an easy and profitable fundraiser:

- We offer free delivery with a minimum order of 100 Kits. Should you sell 50-99 Kits, we can still deliver with a \$50 Under-The-Minimum charge.
- Determine how much money you'd like to raise, set a group goal, and individual seller goals.
- Prepare an Announcement Letter to communicate all of your fundraiser details. Easy-to-use templates are available at **PizzaKit.com**. Attach an Announcement Letter to each order form, and distribute to sellers.
- Begin your fundraiser by sharing your sales goals and fundraiser details with your group. Create enthusiasm and support by making your kickoff fun and exciting!
- We recommend selling for 2-3 weeks. Sellers collect orders and payment at the same time. Checks are made payable to your group.
- Tally your group's total order with our easy-to-use Excel spreadsheet. It's also available on **PizzaKit.com**.
- By noon on your final order date, place your group's order at 1-888-452-5487, on **PizzaKit.com**, or via fax at 313-221-9520.
- Your Kits will arrive on your scheduled date and time. Remember, we have a 1 hour delivery window. We also recommend 1 volunteer for every 100 items sold to ensure easy distribution.
- For more delivery day pointers, watch our "Expertly Manage Delivery Day" online video.
- For more tips on how to have a successful fundraiser, contact your Account Representative or call our Customer Care Center at **1-888-4-LC-KITS (1-888-452-5487)**, weekdays from 8:30am-8:00pm ET.





**From Our Kitchen to Yours**

**Fresh baked Little Caesars® in just minutes!**

**PizzaKit.com • 1-888-4-LC-KITS (1-888-452-5487)**



# Specialty Kits \$24



## Deep! Deep!™ Dish Pizza Kit



Our famous deep dish pizza bakes to perfection with a crisp-on-the-bottom, soft-and-chewy-on-the-inside crust with a crispy, crunchy, caramelized cheese edge. Kit contains all the fixings to make 4 authentic 6 ½" x 9" Detroit-style deep dish pizzas!

**\$24** YOU GET 4  
PIZZAS

## 3 Meat Treat® Pizza Kit



Our traditional round pizza loaded with pepperoni, Italian sausage, and bacon will have the meat lovers in your family craving more!

A great game  
time treat! ↘

**\$24** YOU GET 3  
12" PIZZAS



Online Ordering is Easy! Go to [PizzaKit.com](http://PizzaKit.com). Click "Products" then "Shop".

For more ingredient information, visit [PizzaKit.com](http://PizzaKit.com) or call 1-888-4-LC-KITS (1-888-452-5487).

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**Group Earns More Profit on All Specialty Items!**



# NEW! Specialty Kits \$24



**\$24** YOU GET 3 - 12" SQUARE PIZZAS

## NEW! Pepperoni Garlic Pizza Kit **GP**

The mouthwatering flavors of pepperoni pizza and garlic bread together in every bite! Our Detroit-style deep dish crust is layered with our signature pizza sauce, custom blend 100% Mozzarella and Muenster cheeses, and premium pepperoni. Hot from the oven, drizzle on garlic buttery sauce and Parmesan cheese to create a one-of-a-kind taste sensation!

## NEW! Quick-N-Easy Pizza Trio **QE**

Our artisan flatbread pizza trio comes pre-topped for your convenience! Delicious pizza from freezer to table in about 10 minutes! Our family friendly assortment includes one Cheese & Pepperoni Pizza and two Cheese Pizzas that are ready to bake and enjoy.

Pre-Topped and ready to bake!

**\$24**  
YOU GET 3  
12" SQUARE  
PRE-TOPPED  
FLATBREADS



**\$6 Profit on All Specialty Items!**



# Signature Kits \$20



## Pepperoni Pizza Kit



**\$20**  
YOU GET 3  
12" PIZZAS

A family favorite and our most popular Kit! Our signature crust with our famous pizza sauce, topped with 100% real Mozzarella and Muenster cheeses, and a generous portion of our tasty pepperoni!



## Cheese Pizza Kit



Loaded with our 100% real Mozzarella and Muenster custom cheese blend, this is a favorite with both kids and adults. Plus, it's easy to add your own toppings to create your family's favorite recipe.



#1 with kids!

**\$20** YOU GET 3  
12" PIZZAS

Online Ordering is Easy! Go to [PizzaKit.com](http://PizzaKit.com). Click "Products" then "Shop".

For more ingredient information, visit [PizzaKit.com](http://PizzaKit.com) or call 1-888-4-LC-KITS (1-888-452-5487).



# Signature Kits \$20

## Italian Cheese Bread Kit

IB

A customer favorite! The mouth-watering flavors of garlic, butter, parmesan and our own Italian spices top 100% real Mozzarella and Muenster cheese.

Delicious  
with any  
meal!



**\$20**

**YOU GET 3  
10" BREADS**

## Thin Crust Pizza Kit

TC

A crunchy, cracker-like crust is the foundation for a pizza taste explosion. You'll savor each bite loaded with our pizza sauce, 100% real Mozzarella and Muenster cheeses, and tasty pepperoni.

**\$20**

**YOU GET 3  
12" PIZZAS**



# Signature Kits \$20

## Family Meal Kit **FM**



**\$20** A FAMILY  
SIZE PIZZA  
& 2 SIDES

*You'll love this  
for birthday  
parties and  
sleepovers!*

A pizza feast for the whole family, including dessert! Makes one Big! Big! 12" x 16" Pizza, 18 Crazy Bread® sticks, and 15 Break-n-Bake Chocolate Chip Cookies.



## Want To Order Online?

- Ask your Seller for the Fundraiser ID
- Go to [PizzaKit.com](http://PizzaKit.com)
- Choose to Pick Up or Ship your Kits (shipping fees apply)
- Shop for your favorite Kits
- Pay with a credit card



# Signature Kits \$20

## Microwave Personal Deep Dish Pizza Kit

MP



Yummy  
and  
convenient!

**\$20** YOU GET 6  
5" PIZZAS

Made for the microwave and ready in minutes! Enjoy your own individual deep dish pizza with a crispy, crunchy crust. Perfect for after-school snacks and quick, delicious meals.

**\$20** YOU GET 9  
6" PIZZAS

Great  
for  
sitters!



## Personal Pepperoni Pizza Kit

PP

Quick and delicious! Perfect for after-school snacks, quick meals, sleepovers, and birthday parties. Kids have fun making their very own pizza creation.

# Sides \$16

## Crazy Bread<sup>®</sup> Kit with Crazy Sauce<sup>®</sup>

CB



← The perfect side with pizza!

Enjoy our world famous Crazy Bread<sup>®</sup> topped with the delicious flavors of butter, garlic and parmesan cheese. Served with our famous Crazy Sauce<sup>®</sup>.

**\$16** YOU GET 54 BREAD STICKS

## Cinnamon Crazy Bread<sup>®</sup> Kit with Icing

CC



A sweet twist to our signature Crazy Bread<sup>®</sup>. The perfect breakfast or dessert treat comes with creamy vanilla icing!

← Check out our yummy "Cinnamon Sticks" French Toast recipe online.

**\$16** YOU GET 54 CINNAMON STICKS



# Sides \$16



## Chocolate Chunk Cookie Dough

CD

Our premium chocolate chip cookies are made even better with milk chocolate chunks and semi-sweet chocolate chips. Just break, bake and enjoy. Contains 4 lbs. of gourmet cookie dough.

**\$16** MAKES 48  
COOKIES

*Don't  
forget  
dessert!*

## Pizza Serving Accessories \$16 or \$24



### Pizza Cutter 2-Pack **\$1**

You're sure to have perfect pizza slices every time with our heavy-duty pizza cutters. 2" wheel and plastic handle with thumb rest. Dishwasher safe. **\$16**



### Pizza Server Paddle **\$2**

Our durable laminated paddle is ideal for pizza preparation, cutting, and serving. Not for baking in oven. **\$24**

# From Our Kitchen to Yours



## Your Purchase Supports Your Community

Great to stock up and have on hand for after-school snacks, delicious meals, family gatherings, birthday parties, sleepovers and holiday entertaining.

# Thank You! Thank You!

## Everyone Loves Little Caesars®!



Little Caesars® Pizza Kits contain all the ingredients to make our world famous pizza and bread in your kitchen! Using the individually packaged ingredients, you'll find making and baking your Kits is fun and easy. Within minutes, your family will enjoy the delicious taste of Little Caesars® right from your home oven!

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**Quick, delicious and convenient!**



Pizza Kits are perfect for the busy family! Try our Quick-N-Easy Pizza Trio, Microwave Personal Deep Dish Kit, Crazy Bread® Kit or Personal Pepperoni Pizza Kit for meals in a jiffy!

**Ordering online is as easy as 1-2-3!**

**1**

Go to [PizzaKit.com](http://PizzaKit.com)  
Click on "Products"  
then "Shop".

**2**

Enter your group's  
Fundraiser ID# so they  
earn the profit on your  
purchase.

**3**

**START SHOPPING!**  
All products can be  
shipped directly to you or  
the group on delivery day.  
Either way, the profit from  
EVERY purchase will be  
sent to your group.



**1-888-4-LC-KITS (1-888-452-5487)**  
**PizzaKit.com**



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