

## NFP Program – 2010 Season

### Not your typical fund-raiser...

Compared to traditional fund raising efforts, our program is a unique and fun opportunity. Have you ever noticed that typical fund-raisers depend heavily on the generosity of your friends, relatives, neighbors and co-workers? To make a profit, you are required to impose upon them to buy candy or raffle tickets, or to sponsor you in an event or play in a golf tournament. There are also the required, endless hours of planning. To add to the difficulty, everyone else around you is often trying to do the same thing:

*“Sure, I’ll buy your candy...after all, you bought my raffle tickets last week...”*

Do you ever feel like you are merely exchanging one fundraising item for another between yourself and your friends? This routine is okay, but wouldn’t fundraising be more enjoyable if you didn’t have to rely on someone else’s sense of obligation?

### Your alternative...

The Ovations NFP Program offers you a better alternative. Our concessions are in high and immediate demand by patrons enjoying events and premier performances hosted at Verizon Wireless Amphitheatre:

- The Grammy award winning Atlanta Symphony Orchestra
- Rock and Top 40 concerts
- Country and Urban performances
- Other community attractions

For our customers, buying refreshments is a fun part of an event, rather than an obligation. You no longer have to knock on doors to ask people to buy something. They come right to you! It’s fund raising without any awkwardness or guilt. Not only are you raising money for your organization, but you are working together as a group with others who have the same goal. However, because we are responsible for ensuring excellence in guest service, we have very stringent guidelines under which our not-for-profit (NFP) groups operate. This program is not a match for every organization.

### The NFP Program:

Ovations Food Service will use volunteer groups to supplement our workforce from a variety of organizations such as schools, churches, animal rescues, sport teams, band boosters, and civic organizations. Not-for-profit groups staff concession locations during various events and earn a percentage of net sales made by that stand. Groups select a leader and co-leader, who serve as the primary contacts for Ovations staff regarding scheduling, confirmation, training information, etc. Groups are obligated to staff a location throughout the 2010 Season (April-November). A group is asked to work all events in the season in which the group’s assigned location is open. We provide the NFP groups with the necessary training, proper equipment and product, supervision, and a percentage of sales (between 5-10% based on location).

That’s it in a nutshell! While the concept of the program is quite simple, following through on the details can sometimes present challenges. Scheduling, dress code, parking, and just finding your way around the venue can be perplexing – we try to provide our volunteers with as much information and help as possible to make things easy, fun and profitable.

### **What locations are available for NFP groups, and what are the requirements?**

The city of Alpharetta requires any servers of alcohol to be 21 or older. For the Center Stage Market and for the Opening Act, at least half of the requested volunteers for each event should be 21 or over, and any non-alcohol serving positions may be filled by workers 16 or over. All other stands will need all workers to be 21 or over.

**Center Stage Market – (20-30 person stand):** Season commitment required. This stand will be open at every event. Serves food (hamburgers, pizza, salads, etc) and drinks (draft beer, fountain soda) and offers the biggest potential for revenue. Ovations will supply grill cooks to assist food preparation.

**Opening Act – (15-20 person stand):** Season commitment required. This stand will be open for most events. Serves food (nachos, hot dogs, popcorn) and drinks (draft beer, fountain soda) and offers great potential for revenue.

**Beer Portables – (2-6 person portable) – all workers must be 21 or older:** Serves bottled beer only.  
Season commitment required, but portables will be opened based on individual event attendance.

**Oasis – (6-10 person stand) – all workers must be 21 or older:**  
Season commitment required, but Oasis's will be opened based on individual event attendance.

### **What purpose do “stand-by” groups have?**

If a group who has made a season commitment wishes to release a concert date to another group, the date can be filled by a stand-by group. Stand-by guidelines are as follows:

1. Release of the seasonal stand commitment for a specific date must be approved and arranged by Ovations
2. The request to release a date should be made a minimum of 4 weeks prior to the date (we prefer 6 weeks)
3. Priority to fill the date will be given to trained stand-by groups and then to current groups
4. If the date cannot be filled, the group with the season commitment must staff the stand

### **Can we have multiple locations?**

Multiple locations are assigned at the sole discretion of Ovations and are typically based on the needs of the venue. Groups are not assigned multiple permanent seasonal locations; however, a group can be assigned a location and also request to be considered as a stand-by group for another stand.

### **We are interested! Where do we begin?**

Interested groups must be prepared to meet the following program requirements:

- Must have a minimum of 10 participating members over the age of 21.
- Organizations are asked to commit to the full term of the Volunteer Agreement (April-November) and must be able to commit to staffing the events throughout the term of the Volunteer Agreement.
- **A Federal ID Number and a W-9**
- **Must be able to provide proof of 501(C)3 status**
- Must have a leader and co-leader who are the designated contact people for your group. The group leaders must have an email address to receive scheduling information and voice messaging or answering machine on a phone line. It is important to select a group leader who has the time and organizational skills to coordinate your volunteer efforts, and who is easy to contact via phone or email. The group leader must attend at least one leader training session.
- Must have a positive attitude, be committed to providing a high level of guest satisfaction, and commit to adhering to policies and procedures governing the NFP program.
- Must be willing to serve alcohol.
- Must have reliable, trustworthy volunteers with good cash handling skills.
- Must be flexible, given the event-driven nature of our business.
- Must be able to complete the required training provided by Ovations for each volunteer interested in participating in the program, if accepted.
- Must turn in all required documentation, forms and the application prior to beginning their participation in the program.
- (Optional) – Must be able to provide proof of General Liability insurance:
  - One Million dollars (\$1,000,000) general liability each occurrence;  
Such certificate shall name: Ovations and the Atlanta Symphony Orchestra as additional insured. In the event the Group does not possess general liability insurance or provide a certificate of insurance naming Ovations and the ASO as additional insured, an insurance charge of .5% will be assessed.

***To be considered for the 2010 season:***

1. Complete the 2010 Application document.
2. Provide Federal ID Number on a signed W-9 - Please note that this is not the same as a tax exempt number.
3. Supply 501(C) 3 Non-Profit Certificate or proof of Not-for-profit status.

All documents must be submitted to [info@ovationsatlanta.com](mailto:info@ovationsatlanta.com) by **midnight February 28, 2010** to be considered for the 2010 Season.

**Do we have to commit to the entire season?**

Yes.

**If we are selected, what other paperwork is required?**

If you are selected and accept the stand offered, you will be required to:

1. Sign a Group Agreement which outlines commissions and the option to provide insurance
2. Complete and provide a Volunteer Log (name, address and birth date of each volunteer)
3. General Liability insurance policy (optional).

**What if we do not have General Liability Coverage for our non-profit?**

Insurance is not a requirement. If you do not have or choose not to provide insurance, the commission of your stand will be deducted by 0.5%.

**Why do you need a volunteer log with our address and date of birth?**

Consuming and serving alcoholic beverages is a privilege. The City of Alpharetta has graciously allowed us to extend the privilege of serving alcohol to our volunteers who are at least 21 years of age. We are required to keep a permanent record of each group members name, address and date of birth on file at the amphitheatre. We will provide you an excel spreadsheet format to assist you with gathering and providing this information. Please DO NOT submit a handwritten or incomplete record.

**Is there any training? What should we expect?**

Training will take place at the Amphitheatre before the season begins. Each of your volunteers will be asked to select and sign up for and attend a training session. Each training session will consist of alcohol training, and location specific operational training. The date and time of the training sessions will depend on the venue's schedule and will be determined as soon as possible.

**What about training for new volunteers during the season?**

You will want to recruit more volunteers than you need to give you and your volunteers' flexibility for which shows are worked. We realize that things happen and you may need to substitute with workers who have not been trained by Oventions during our training sessions; however, it is YOUR RESPONSIBILITY to ensure they are safely and correctly informed by you about the rules. You need to target your schedule so that that at minimum, 2/3 of your group has been in the Oventions training.

**Can I bring in additional people to help?**

Only volunteers on your list for the night will be allowed to enter. Occasionally we find the shows attract more volunteers than you might need. Therefore, unapproved and unscheduled additional volunteer help is not allowed. Oventions reserves the right to ask additional staff to be sent home if they are not being utilized. Additionally, if you feel you have too much staff, after discussing with your Oventions concession supervisor, they may be sent home. They must leave the amphitheater at once and turn in their badge and shirt. They are not allowed to remain on property.

**Can we watch the show?**

No. – We understand how enticing it is, but employees and volunteers are not permitted to stop and watch the show at anytime. After your shift ends, you must exit the property. It is never acceptable to sit down in any guest area – even if it is prior to gates opening. Picnic tables are available in the loading dock for employees and volunteers to take a break, eat or make personal phone calls. None of these should be done in the guest area.

**How much can we make?**

Food and Beverage stands are eligible for 10% of your sales, less tax. Beverage stands are eligible for 5%. On average we believe each person selling in a stand should bring in \$1200 - \$1500 in sales per event. Factors that can impact the amount you bring in are: the show type, the date of the show, and the weather. Also inaccurate or incorrect inventory counts will affect commissions as inventory shortages will be deducted from the group's commission.

**Can we accept tips?**

Absolutely, however, you can NOT solicit for tips. This means a tip jar cannot be visible from the guest's perspective. If a customer gives you a tip, thank them and then put the tip in a separate location away from the rest of your sales money. Make sure you do not turn any of your tips in with your cash at the end of the evening. If you do, you will lose your tips. Also, please be aware that Ovation's policy regarding tip jars is such that if a tip jar is visible it will be confiscated by Ovation's management, and any monies contained within will be donated to a charity of our choice.

**What do we wear?**

Volunteers wear black pants or shorts, and closed toe shoes or sneakers. Ovation's will provide a shirt which is to be returned after each event.

**How do I know what the amphitheater's show schedule is?**

You can see the current schedule anytime at [www.vzwamp.com](http://www.vzwamp.com). It is your responsibility to keep up with the venue's schedule. Shows are booked 60 to 90 days in advance.

**How do we know which events we're going to work?**

A group is asked to commit to all events that their assigned location is open. As events are continuously added throughout the season, Ovation's management determines which locations will be open for each event and will relay this information to each group 60-90 days before the event.

**What is a "seasonal commitment"?**

We define this year's season to be April – November 2010. A seasonal commitment means that for every date your location is open, you will provide staffing to work all open points of sale for every show booked at the venue in 2010. Shows are scheduled by the venue management 60 to 90 days out from the event date. Ovation's will do its best to provide you a list of known scheduled events, but it is the Group's responsibility to monitor the venue show schedule at the Verizon Wireless Amphitheatre website ([www.vzwamp.com](http://www.vzwamp.com)) and plan your volunteers accordingly.

**Any further questions can be directed via email to [Info@OvationAtlanta.com](mailto:Info@OvationAtlanta.com)**