



"We are very happy...I would definitely recommend it."

L. Jewell

"The pizza's pretty much sell themselves...customer service is top-notch!"

C. Ladish

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 nonprofit 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** - The more you sell, the more profit you earn per item - from \$5 to \$7 for every Kit sold!
- **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.com.

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!

Pizza Party Rewards: Reward your top sellers with a pizza party! When your group sells 200 Kits or more, you will receive 2 Pepperoni Pizza Kits and 1 Chocolate Chip Cookie Dough - that's more than a \$50 value!

Enclosed you'll find some information for your review. 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 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.com.

Sincerely,

A handwritten signature in black ink that reads "Alicia Renner".

Alicia Renner, Director of Marketing



*Selling Bonus: Minimum order 100 items (excluding bonus items). Pizza Party Rewards: Minimum order 200 items (excluding bonus items). Offers available for deliveries January 3, 2012 - December 31, 2012. Not available in conjunction with any other offer. Escalating Profit Structure: Sell 100-999 kits earn \$5 per kit, sell 1000-1999 kits earn \$6 per kit, sell 2000+ kits earn \$7 per kit. 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) 983-6100 • 1-888-4-LC-KITS (1-888-452-5487) • Fax: (313) 983-6101 • PizzaKit.com



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 with you 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 check or money order (school checks will also be accepted).
- Products are PERISHABLE, so 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 worked with Little Caesars® Pizza Kit Fundraising Program Before? Yes No

Products you would like to sell: **Family Favorites** – 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.

Stay Fit – Choose from a wholesome product line up when you need to comply with your school's Health & Wellness policy.

Name of School/Organization _____

Delivery Address _____

City/State _____ ZIP 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 _____ State Tax I.D. # _____

of Active Sellers Participating in the Fundraiser _____ # 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/State _____

(Sales materials will only be delivered to a commercial address)

ZIP 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.com**



**Choose From
26 Quality Products**



NEW!

**Introducing
Little Caesars® Pizza Cones
A One-of-a-Kind Experience!**



Fundraising Order Form

Traditional Pizza Kits

**3 Little Caesars® Pizzas
in each Kit below!**

P

Pepperoni Pizza Kit

From our kitchen to yours! Our signature pizza crust is paired with 100% real Muenster and Mozzarella cheeses, flavorful tomato sauce and a generous portion of zesty pepperoni! Makes 3 Little Caesars® 12-inch Pizzas. **\$19.00**



C

Cheese Pizza Kit

Say Cheese! with our 100% real Mozzarella and Muenster cheese blend. Add your own toppings to create your family's favorite recipe. Makes 3 Little Caesars® 12-inch Pizzas. **\$18.00**

Whole Wheat Pizza Kit

A healthy whole wheat pizza that tastes great! Just a touch of honey brings out a wonderful, rich flavor in the crust. Contains 3 grams of fiber in every slice. Makes 3 Little Caesars® 12-inch Pizzas. **\$18.00**

WW



TC

Thin Crust Pizza Kit

The Ultimate Gourmet Thin Crust Pizza! A crunchy, cracker-like crust with 100% real Mozzarella and Muenster cheeses, zesty tomato sauce, and delicious pepperoni. Makes 3 Little Caesars® 12-inch Pizzas. **\$19.00**

Products may contain Eggs, Milk, Soy, Tree Nuts, Peanuts and Wheat. For more ingredient information visit PizzaKit.com, or call 1-888-452-5487. Prices and Products subject to change.

Personal Pizza Kits & Variety Meal Kits

**9 Pizzas in Every
Personal Pizza Kit!**

Personal Pepperoni Pizza Kit

PP

A family favorite! Everyone can create their own personal pizza – delicious & nutritious! Makes 9 Little Caesars® 6-inch Pizzas. **\$19.00**



PC

Personal Cheese Pizza Kit

Top your own personal pizza starting with a generous portion of real cheeses! Add your favorite veggie toppings to help create a well-balanced snack or enjoy with a salad. Makes 9 Little Caesars® 6-inch Pizzas. **\$18.00**



FM

Family Meal Kit

A meal for the whole family! Makes one 12" x 16" Little Caesars® Pizza, 18 Crazy Bread® sticks and 15 Break-n-Bake Chocolate Chip Cookies. **\$19.00**



MP

Microwave Personal Deep Dish Pizza Kit

The great taste of Little Caesars® Pizza with microwave convenience! Make your own individual deep dish pepperoni pizza with a crispy, crunchy crust. Makes 6 Little Caesars® 5-inch Pizzas. **\$19.00**



DD

Deep Dish Meal Kit

A meal everyone will love! A large, crispy and crunchy deep dish crust with extra cheese and pepperoni! Makes 1 Little Caesars® 12-inch Deep Dish Pizza, 18 Crazy Bread® sticks and 9 Boneless Caesar Wings®. **\$19.00**

Bread and Salad Kits

Italian Cheese Bread Kit

IB

A taste of Italy! 100% real cheese topped with the mouth-watering flavors of garlic, butter, Parmesan and our own Italian spices. Makes 3 Little Caesars® 10-inch square Italian Cheese Breads. **\$18.00**



NEW! Crazy Bread® Kit with Crazy Sauce®

CB

Fabulous, fast and flavorful! Now enjoy our world famous Crazy Bread® with Crazy Sauce®. Topped with our signature flavors of garlic, butter and Parmesan cheese, a quick and easy complement to any meal or a special treat! Makes 54 Little Caesars® Crazy Bread® sticks. **\$16.00**



NEW! Cinnamon Crazy Bread® Kit with Icing

CC

A sweet twist to our signature Crazy Bread®. The perfect breakfast or dessert treat now with creamy vanilla icing! Makes 54 Little Caesars® Cinnamon Crazy Bread® sticks. **\$16.00**



SF

Gourmet Salad Fixin's Kit

Just add lettuce and you're done!

Pair with your favorite pizza or add chicken to create a satisfying meal! Each Kit includes 8 Salad Fixin's Packs (2 of each of the 4 varieties): Apple Harvest, Asian, Berry Crunch and Parisian. **\$17.00**

NEW!

Pizza Cones and Sweet Treat Cones

Little Caesars® Pizza Cones!

A One-of-a-Kind Pizza Experience

NEW! Pepperoni Pizza Cone Kit

A classic favorite inside a tasty, fun-to-eat pizza cone! Layer your cone with our 100% real cheese, signature sauce and pepperoni. Makes 8 Little Caesars® Pizza Cones. (Approximately 4.5" in length). **\$19.00**

C1

Build Your Own Cone!

Have fun making your own pizza cone creation! Fill your cone by layering it with our delicious ingredients. Then, top with a generous portion of real cheeses for a perfect taste combination in every bite.

A Great Family Activity!



C3

NEW! Cheese Pizza Cone Kit

Calling all cheese lovers! 100% real Mozzarella and Muenster cheeses layered with our signature sauce make these savory cones a delicious meal or snack on the go! Makes 8 Little Caesars® Pizza Cones. (Approximately 4.5" in length). **\$18.00**

Sweet Treat Cones

A One-of-a-Kind Dessert Experience

NEW! S'mores Sweet Treat Cone Kit

Ready-to-Bake! A family favorite! A graham cracker cone with warm fluffy chocolate, creamy marshmallow swirls and sprinkled with graham cracker crumbs. Everyone will be asking for s'more! Makes 6 Little Caesars® Sweet Treat Cones (Approximately 3.5" in length). **\$16.00**

C4

NEW! Apple Cheesecake Sweet Treat Cone Kit

Ready-to-Bake! These irresistible mini desserts have creamy cheesecake filling with brown sugar and spiced apples. The taste of cheesecake without the fuss. Makes 6 Little Caesars® Sweet Treat Cones. (Approximately 3.5" in length). **\$16.00**

C5



Snacks & Specialty Items

BW Boneless Caesar Wings® with Dipping Sauces

These crowd pleasing wings are reason enough to throw a party! Your Kit includes 2 flavorful sauces – savory Sweet Chili and Smoky BBQ – perfect for dipping or tossing! Makes 1.5 pounds of Boneless Caesar Wings®. **\$17.00**



MC Mini Calzones Kit

Ready from the oven or microwave in minutes! Perfect for a quick snack or tasty appetizer. Each Kit includes 24 Mini Calzones: 12 Pepperoni & Cheese Mini Calzones and 12 Philly-style Steak & Cheese Mini Calzones. **\$16.00**



BC Breakfast Mini Calzones Kit

These scrumptious breakfast mini delights are ready from the oven or microwave in just minutes. Each Kit includes 24 Mini Calzones: 12 Egg, Bacon & Cheese Breakfast Mini Calzones and 12 Egg, Turkey Ham & Cheese Breakfast Mini Calzones. **\$16.00**



GS Gourmet Spice Kit

A quick & convenient way to add extra flavor to any meal! Four Little Caesars® 7 fl. ounce jars of fancy, flavorful spices. Snappy Seasoning Salt, Classic Italian Seasoning, Savory Southwestern Seasoning and Zesty Garlic Pepper Pizzaz. **\$16.00**



SI Pizza Server Paddle

Ideal for pizza preparation, cutting, and serving. This durable laminate paddle is perfect for the chef in your family. Not for oven use. **\$25.00**



S2 2-inch Pizza Cutter

You're sure to have perfect pizza slices every time with this heavy-duty pizza cutter. Commercial grade cutter with 2-inch wheel. Dishwasher safe. **\$13.00**

Cookie Dough Kits

Little Caesars® Break-N-Bake Cookie Dough

Just Break, Bake & Enjoy!

Home-baked cookies made easy. A quick and delicious dessert or snack. Each Kit includes two 24-count packages of pre-portioned cookie dough that bake at home in minutes.



CD **NEW! Chocolate
Chunk Cookie Dough**

A cookie for cookie lovers! Our premium chocolate chip cookie made even better with milk chocolate chunks and semi-sweet chocolate chips. Perfect with a glass of milk. **\$16.00**



CK **NEW! Birthday Cake
Cookie Dough**

Celebrate the fun of birthdays every day! With the taste of yellow cake batter and colorful confetti sprinkles making a festive party treat is a "piece of cake." **\$16.00**



DB **NEW! Double Chocolate Brownie
Cookie Dough**

Is it a brownie or a cookie? It's the best of both! Enjoy the rich "fudginess" of a brownie and a chewy chocolate cookie baked into a scrumptious double-chocolate delight. **\$16.00**



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 variety kits contain all of the ingredients for several items.
- Contact everyone you know including friends, neighbors, and relatives. 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.
- Ask for help. Parents can help by selling Pizza Kits at work.
- 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 favorite 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, established in 1959.

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



1-888-4-LC-KITS
(1-888-452-5487)

PizzaKit.com



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