



*Clockwise from left: The Wing donated 10% from sales of M’smen beet wrap; Huerta donated \$1 per bite from Women’s History Month dinner; Black Seed Bagels donated \$1 from each sandwich during the month of October to celebrate a new restaurant; Dig donated proceeds from soft opening day of new restaurant*

# Hot Bread Kitchen Cause Marketing Partnerships Winter 2020

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## **HOT BREAD KITCHEN CAUSE MARKETING IDEAS**

**Partnerships are vital to Hot Bread Kitchen in our mission to create economic opportunity through careers in food, and we are grateful to collaborate with many amazing companies in our work to do this!**

### **1. PERCENT OF SALES**

Donate a percent of sales for a fixed timeframe. *For example, a percentage of sales for a particular menu item supports Hot Bread Kitchen.*

### **2. FLAT DONATION**

Give a fixed donation to Hot Bread Kitchen to support our work.

### **3. POINT OF SALE**

At the end of a transaction, ask your customers to donate to Hot Bread Kitchen in addition to their purchase. *For example, you could ask customers to round up to the nearest dollar or to donate a fixed amount at checkout during online or in store purchases.*

### **4. TRANSACTIONAL CAMPAIGN**

Offer to donate to Hot Bread Kitchen in direct relation to customer action, such as sharing a social media post or purchasing a product.

### **5. BRAND LICENSING + CO-BRANDED MERCH**

Use our logo and branding to bolster sales of a certain product and in return give a percent of sales or fixed donation to Hot Bread Kitchen.

### **6. CO-BRAND AN EVENT OR CAMPAIGN**

Team up with Hot Bread Kitchen to co-brand an event or marketing campaign. Whether it's a product launch, restaurant opening, or internal employee engagement campaign, we'd love to partner with your organization.

**Thank you and we look forward to creating opportunity through food together.**