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MEMO

To: School Principal and PTA President
From: Anthony Holt, daVIDO'S \$3.75 PIZZA
Subject: daVIDO'S School Incentive Program
Date: July 17, 2011

daVIDO'S is a community based restaurant with a value priced menu, quality products and great customer service. Our marketing program is focused on schools, churches and little league recreation programs. Some of the things **daVIDO'S** does to maintain involvement in the community are fund raisers, incentive awards and college scholarships. Following is our School Incentive Program for 2011-2012:

1. PTA member
2. Free pizza for A-B honor roll
3. School Fund Raisers (Fundraiser Card, Pizza, Lasagna and Spaghetti Dinners)
4. Pizza Party Pack Specials
5. School Discount on all Large One Topping Pizzas
6. Monthly free Meal Certificate for the Most Valuable Teacher (MVT)
7. Monthly free Meal Certificate for the Most Valuable PTA Person (MVPP)
8. Monthly free Meal Certificate for the Most Valuable School Support Person (MVSSP)
9. Community Service Scholarship Award for high school seniors
10. School Spirit Night (10% of school purchases donated to school)

daVIDO'S wants to be one of your school supporters. We want to be your neighborhood pizza restaurant of choice. **daVIDO'S** wants to be a part of the "Village" raising our children.

We look forward to meeting with you to discuss our 2011-2012 School Incentive Program.