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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: August 1, 2009

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 2009-2010:

1. PTA member
2. Free pizza for A-B honor roll
3. School Fund Raisers (Coupon Cards, Pizza, Spaghetti Dinners)
4. Pizza Party Pack Specials
5. Special School discounts on all pizza orders
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 2009-2010 School Incentive Program.