



# Terms & Conditions

SONIC® strongly believes in giving back to the community and working closely with area schools and organizations. We don't consider community involvement a self-serving act, but as a way to be a good neighbor and have a positive impact on our community.

Accent on Kids® (AOK) is the bridge that brings SONIC Drive-Ins together with these local organizations. AOK focuses on the betterment of all kids in three major areas of their lives: developing educational skills, encouraging them to get up and move, and stressing the importance of parent-child interaction.

Through AOK programs, SONIC Drive-Ins work closely with youth organizations -- such as educational groups, sports teams, and more -- to recognize and reward academic and athletic achievements. These organizations have access to complimentary SONIC goodies that can be used for fundraising efforts, achievement and appreciation recognition, and other fun outreach programs.

If you are participating in any AOK programs, you must agree to and follow the following terms and conditions.

## **FUNDRAISING SUPPLIES**

**\*\*\*DUE TO ABUSE OF OUR PROGRAM, WE WILL NOT FULFILL REQUESTS MADE BY ANY ATHLETIC OR OTHER EXTRACURRICULAR ORGANIZATIONS IN THE LITTLE ROCK, ARKANSAS AREA THAT DO NOT PROVIDE SUPPORTING DOCUMENTATION.\*\*\***

SONIC can supply your organization with supplies (i.e. pencils, bookmarks, Community First Cards) to assist in your fundraising efforts. All items are donated to your organization at no cost to you and you keep 100% of the profits made from each sale. Products are available while supplies last. If you make any more than two requests in a six-month period, your request may be declined. To receive fundraising supplies, the organization must agree to:

- Sell all items that have a coupon a minimum of three (3) months prior to the expiration date listed on the coupon.
- Sell the items – specifically the SONIC Community First Cards – in the amount of \$5.00 or less.
- Provide the AOK team information on the number of coupon items (i.e. bookmarks, Community First Cards) that were sold. You can submit this information through the AOK website at <http://www.accentonkids.com/contact-us.html>.
- Not sell coupon items outside of your fundraising efforts or for personal gain (i.e. selling on eBay). Coupon items come with serial numbers and they are tracked.
- Return any unused coupon items to your local SONIC Drive-In Store Manager.
- Understand coupon items are redeemable only at participating SONIC Drive-In locations. To see the list of participating locations, visit the AOK website at <http://www.accentonkids.com/locations.html>.
- Embrace your fundraising effort by promoting it to each child, his/her parents, and through the organization. SONIC recommends that the organization promote the fundraiser through the



# Terms & Conditions

organization's marquee and/or event calendar, email newsletters, intercom announcements, printed flyers, and any other available methods for greater participation.

- Provide your local SONIC Drive-In and/or the AOK team with any organization-created promotional materials used to promote the fundraiser. Either party has a right to deny use of the promotional materials.

## RECOGNITION REWARDS

SONIC offers you certificates to help recognize and reward students or teachers in a fun way. We have complimentary certificates that come with a free SONIC menu item coupon. To utilize the certificates, the organization must agree to:

- Utilize the most current version of the certificates. You can download the most current version on the AOK website at <http://www.accentonkids.com/recognition-rewards.html>.
- Having only one person in charge of downloading and distributing blank certificates.
- Stamp each certificate on the coupon portion before distributing them. The stamp must be of the organization's name or logo. The stamp must be in color as this helps us identify valid certificates. (Black-colored stamped certificates could look like photocopies.) Black-colored stamps will not be accepted.
- Sign and date every certificate. Certificates will not be considered valid without the colored stamp, signature, and date. Local SONIC Drive-Ins have the right to refuse any certificate that doesn't follow these three requirements.
- Track the amount of each type of certificate that is distributed and send that total to the AOK team. This is so they can alert your local Drive-In and prepare for the influx of traffic. This should be done as soon as you know which and how many certificates you will distribute. You can submit this information through the AOK website at <http://www.accentonkids.com/contact-us.html>.
- Trash any unused certificates.
- Understand coupons are redeemable only at participating SONIC Drive-In locations. To see the list of participating locations, visit the AOK website at <http://www.accentonkids.com/locations.html>.

There is no limit to how many you may distribute to your organization or how often you distribute them. We simply ask that you use discretion on how many are distributed.

## SONIC SCHOOL NIGHTS

Your local SONIC Drive-In can sponsor a fundraising event where your school can receive a percentage of sales on a predetermined night. To be eligible, the organization must agree to:

- Coordinate all details for the event directly with their local SONIC Drive-In. To see the list of participating locations, visit the AOK website at <http://www.accentonkids.com/locations.html>.



# Terms & Conditions

- Host your event on a Monday-Thursday during the hours of 5:00-8:00pm local time. Only your local SONIC Drive-In may approve a date and/or time outside of these stipulations.
- Embrace the event by promoting it to each child, his/her parents, and through the organization. SONIC recommends that the organization promote the fundraiser through the organization's marquee and/or event calendar, email newsletters, intercom announcements, printed flyers, and any other available methods for greater participation. The AOK team has pre-designed flyers and other promotional collateral that can be provided at no cost to your organization. You can submit your request for promotional material through the AOK website at <http://www.accentonkids.com/contact-us.html>.
- Heavily promote the event the week prior to and in the days leading up to the event. See the bullet above for promotion examples.
- Provide your local SONIC Drive-In and/or the AOK team with any organization-created promotional materials used to promote the fundraiser. Either party has a right to deny use of the promotional materials.
- Grant your local SONIC Drive-In and/or the AOK team permission to use your likeness in a photograph, video, or any other digital media without payment or other consideration. These may be used in marketing collateral, including website and social media posts, to promote AOK.
- Encourage call-in orders for easy pick up, if applicable.

Additionally, the AOK team would love to hear feedback on how the program worked for your organization. Send us your success stories, what you think could be improved next time, or photos from your event. You can submit this information through the AOK website at <http://www.accentonkids.com/contact-us.html>.

On behalf of your local SONIC Drive-In, thank you for the opportunity to partner with your organization. We love to contribute to the efforts of those who serve our kids and truly value having a role in childhood education, growth, and development.