



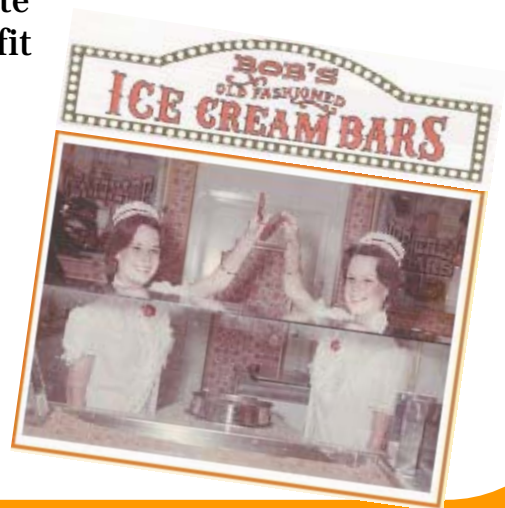
Dear Executive Director:

Thank you for contacting the Orange County Market Place about your organization and its fundraising needs. In response to groups such as yours we have created a new fundraising program.

Since its inception in 1969 the Orange County Market Place® , also known as the Orange County Swap Meet in Costa Mesa, has been active in the community in many ways including our work with nonprofit organizations for the betterment of the community. The Swap Meet at the Orange County Fairgrounds, which draws an average attendance of 45,000 to 50,000 each weekend, has also served as a venue for many charities, nonprofit groups and other philanthropic causes to conduct fundraisers.

To help address the fundraising needs of these organizations, the Market Place has developed a “signature” sponsorship program for groups. Originally developed in response to the Sept. 11, 2001 tragedy this program has proven beneficial in aiding community groups with their fundraising.

Bob’s Old Fashioned Ice Cream at the Market Place features a quarter pound rich vanilla ice cream bar dipped in creamy milk chocolate and rolled in freshly roasted almonds or chocolate chips for \$3.00. The local charity or nonprofit groups operating the concession in the past have raised an average of \$1,000 during the 12 hours of ice cream sales.



BOB'S OLD FASHIONED ICE CREAM FUNDRAISING



Here's the recipe for the fundraising program:

*The nonprofit organization provides a **designated representative** along with up to 10 volunteers on Saturday and Sunday. The organization's representative oversees the arrival and orientation of volunteers at each shift change. We suggest volunteers work 2 two hour shifts between 10 a.m. to 4 p.m.

*The organization provides the "**bank**" for each day. We suggest a starting fund of , \$75 in one dollar bills and \$75 in five dollar bills. Volunteers handle the cashiering alongside Market Place staff who dip the ice cream bar to order. **All proceeds** for the weekend are retained by your organization.

*Your organization provides a **3' x 5' banner** to display at the Bob's Old Fashioned Ice Cream with the copy as follows:

**This Weekend All Proceeds From
Bob's Old Fashioned Ice Cream
Go To *NAME OF ORGANIZATION*
To Benefit *(indicate a specific cause or need
if applicable)***

***We encourage organizations to promote their fundraiser in advance through their own mailing lists, newsletters, and other outlets.** You are welcome to distribute fliers to Swap Meet shoppers from designated locations that promote your ice cream sales fundraising. Some groups also request booth space to distribute this information as well provide information on their organization.

*All supplies, ice cream, toppings and necessary equipment is donated by the Orange County Market Place.

If you are interested in the Bob's Old Fashioned Ice Cream fundraising program please complete the enclosed application form and forward to: Ryan Miller, Fundraising Coordinator, Orange County Market Place, P.O. Box 11929, Costa Mesa, CA 92627 or fax to (714) 557-3058.

Thank you for your interest and we wish you the best in all of your fundraising endeavors.

Sincerely,



Jeffrey E. Teller
President





**BOB'S OLD FASHIONED ICE CREAM
FUNDRAISING PROGRAM**

APPLICATION FORM

Contact Name: _____

Organization: _____

Address: _____ City: _____

Zip: _____ Email Address: _____

Phone Number: _____ Fax Number: _____

1. Briefly describe your organization's fundraising goals including specific programs and/or projects that need funding. Attach brochures / printed materials if available. _____

2. **Please attach a proposal including what mailings, announcements, or outreach programs will be used that detail how you will promote your organizations appearance at the Market Place.**

3. Provide a current copy of your nonprofit / charity tax exempt status form from the Internal Revenue Service.

4. Please indicate specific dates of weekends you are interested in participating in the Bob's Old Fashioned Ice Cream fundraising program.

First Choice: _____

Second Choice: _____

Third Choice: _____

**Please mail this form and application to: Ryan Miller & Kristina Chavez
Fundraising Coordinators
Orange County Market Place
P.O. Box 11929
Costa Mesa, CA 92627**