



Little Caesars®

Veterans Program

This program was founded in 2006 by our own Mike Ilitch, who proudly served with the United States Marine Corps. His vision was to expand business opportunities for his fellow military veterans. He was awarded the prestigious Secretary's Award by the Secretary of Veterans Affairs for his efforts. Today, there are over 260 veteran owned Little Caesars stores.



Benefits for **ALL QUALIFIED VETERANS**

FRANCHISE FEE

- Franchise fee discount of \$5,000

EQUIPMENT & SUPPLIES

- Equipment discount of \$5,000
- Discount of \$5,000 on first food order
- \$1,000 Pepsi credit

COMMUNICATIONS & PUBLICITY SUPPORT

- \$10,000 corporate communications support

FINANCING

- Accounting, tax and business management assistance from Jim Back of Business Management Resources, Inc., including no charges for the first two accounting periods and a 50% discount off the first business tax return
- Access to preferred lenders and waived loan cost of \$1,500: USAA, NFCU and Crossroads
- Preferred lenders include USAA, NFCU and Crossroads

MARKETING AND ADVERTISING SUPPORT

- Free Grand Opening kit
- One standard order of keychain tags and one puncher
- 5,000 free campaign menus and 5,000 bouncebacks
- 10,000 free pre-printed inserts distributed by Valassis
- Customized plaque designating store is veteran-owned
- Veterans Program logo shirts, hats and pins for store crew and management
- Pins with new logos for veterans to wear and handout to customers
- Three months of free access to Fishbowl, an innovative tool to help market and promote your store to your community via email

INVITE TO AN EXCLUSIVE VETERANS ONLY EVENT

At the annual Little Caesars company conference, enjoy a unique event exclusive to our veteran franchisees, to show our appreciation and allow you to connect and become a community within the company.



Little Caesars®

First Responders Program

The Little Caesars Veterans program was founded in 2006 by our own Mike Ilitch, who proudly served with the United States Marine Corps during the Vietnam War. His vision was to expand business opportunities for his fellow military veterans. He was awarded the prestigious Secretary's Award by the Secretary of Veterans Affairs for his efforts. Today, we are proud to extend these benefits to First Responders.



Benefits for **ALL QUALIFIED FIRST RESPONDERS**

FRANCHISE FEE

- Franchise fee discount of \$5,000

EQUIPMENT & SUPPLIES

- Equipment discount of \$5,000
- Discount of \$5,000 on first food order
- \$1,000 Pepsi credit

COMMUNICATIONS & PUBLICITY SUPPORT

- \$10,000 corporate communications support

FINANCING

- Accounting, tax and business management assistance from Jim Back of Clark Schaefer Hackett CPA's and Advisors, including no charges for the first two accounting periods and a 50% discount off the first business tax return

MARKETING AND ADVERTISING SUPPORT

- Free Grand Opening kit
- One standard order of keychain tags and one puncher
- 5,000 free campaign menus and 5,000 bouncebacks
- 10,000 free pre-printed inserts distributed by Valassis
- Three months of free access to Fishbowl, an innovative tool to help market and promote your store to your community via email