



# Benefits for **COMBAT DISABLED VETERANS AND GOLD STAR FAMILIES**

## **FRANCHISE FEE**

- Full franchise fee discount of \$20,000

## **EQUIPMENT & SUPPLIES**

- Equipment discount of \$10,000
- Discount of \$7,000 on first food order
- \$1,000 Pepsi credit

## **COMMUNICATIONS & PUBLICITY SUPPORT**

- \$10,000 corporate communications support
- Including a customized grand opening press release

## **FINANCING**

- Accounting, tax, and business management assistance from Jim Back of Business Management Resources, Inc including no charge 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
- Customized social media profiles and features
- Six 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.

*Plus* **A DONATION OF \$10,000 IN YOUR  
NAME TO A VETERAN ORGANIZATION OF YOUR CHOICE**