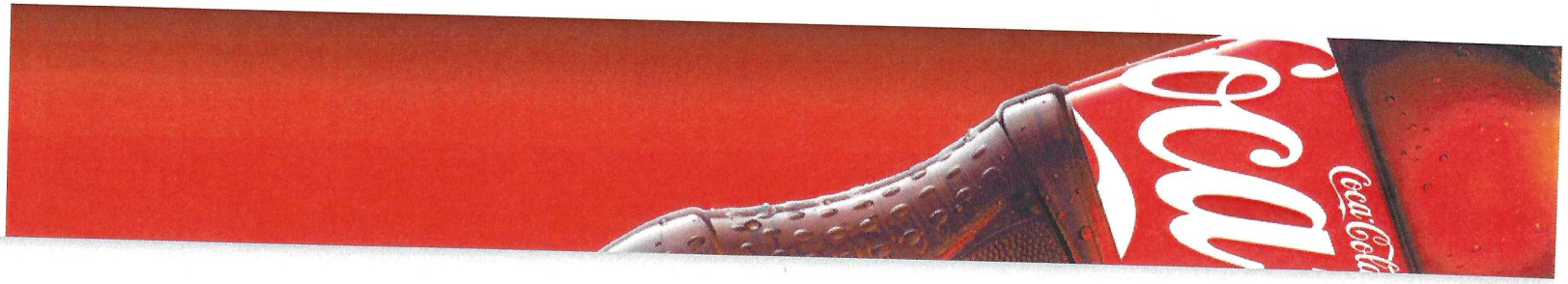
Coca-Cola BOTTLING COMPANY UNITED



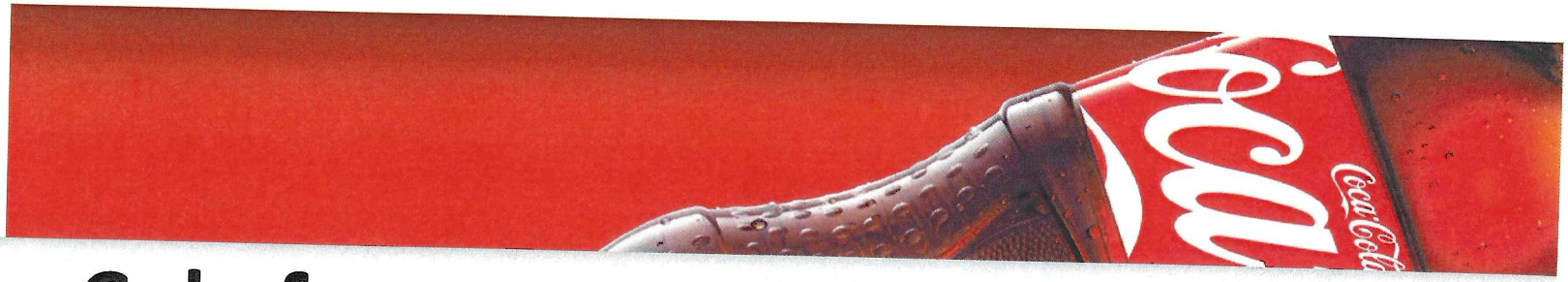
Dear Fundraising Coordinator,

Thank you for your interest in the Coca-Cola Fundraiser. Coca-Cola is delivering one of the easiest ways to raise money for your organization.

Here is how it works:

- Before beginning your sale, contact your Coca-Cola Sales Representative to assist in setting up a time and a date for delivery.
- Supply your Coca-Cola Representative with your State Tax Exemption form (if applicable) when setting up your sale.
- Set goals based on revenue needed for your organization, keeping in mind that maximum price benefits will be attained at 501 cases or more.
- Determine how much you will sell the product for (or simply use our suggested retail) and indicate that amount on your sales forms. Make copies of the order form and be sure to provide plenty of sales sheets and order forms to the people selling. Please have customers make their checks payable to your organization.

Coca-Cola



Why Coca-Cola for your next fundraiser sale?

Your Organization can earn much needed funds by pre-selling America's favorite Coca-Cola Products while providing enormous savings to your family, friends and neighbors! Everyone buys Coke products daily anyway. Whether it be one of our Sparkling Brands, Dasani Water, PowerAde or Minute Made Juices, there's something for everyone!

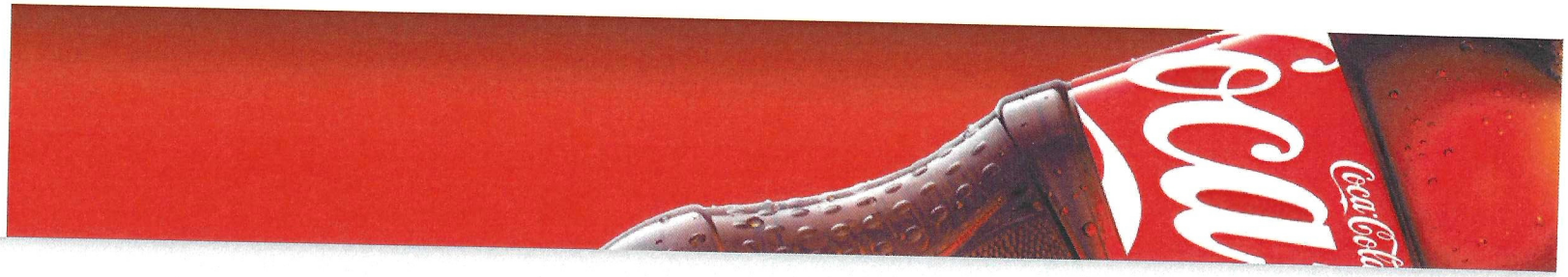
A Coca-Cola Fundraiser can offer you a fresh, exciting and easy way to make money for your organization selling the number one soft drink in the world!

Students can earn monies toward trips, or special events. Track this using The individual student order form.

EXAMPLE : if a student sells 20 cases with an estimated profit of $8 per case = $160 towards whatever special event they are trying to achieve.

If your organization sells 500 cases, potential profit would be $4,000 - $5,000 using our suggested retails.

Average profit for your Organization is $8-$10 per case using our suggested Retail costs.



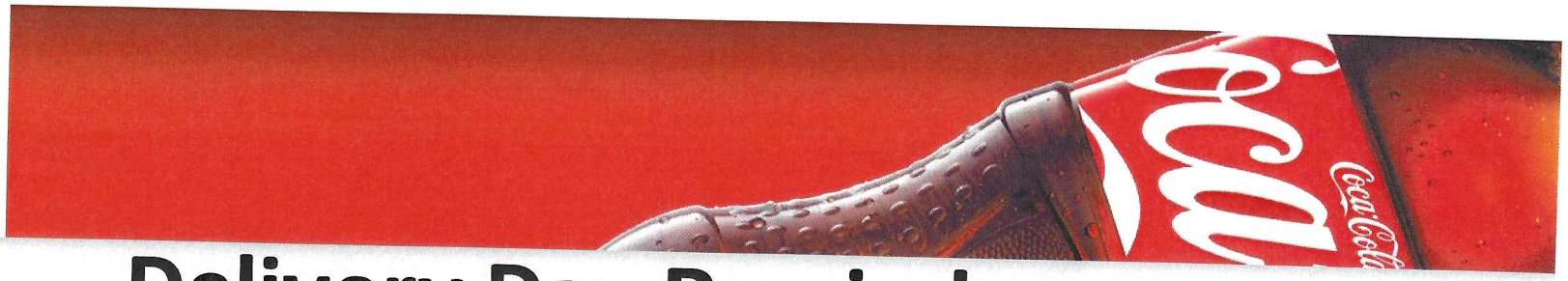
Fundraiser Guidelines

- Pre-sell the product to your customers so that the organization will know exactly how much product to order. The cash will already be collected for **immediate profit** for your organization.

- Your organization must determine the delivery date and time- please see your representative to determine the available delivery slots. You will need to give your completed master order to your representative 5 business days before delivery.

- Delivery driver will only be able to accept a money order or company check. Or you can set up a charge account (if approved) with Coca-Cola United. Please remember to count all the cases with the delivery driver. You will sign an invoice and a verification form at delivery confirming all the product you received.

- Coca-Cola will provide the manpower to distribute the cases on the day of the delivery / handout. We will need a rep. from your organization onsite to help with paperwork and ensuring the correct cases goes to the correct person.



Delivery Day Reminders

- You must count all cases with the driver. Do not process your payment with the driver until you have verified that you have received all the cases you are paying for.

- Occasionally, due to out of stocks or misloaded product, something may be missing from the order. This must be noted on the invoice with the driver and the attached verification form. There will be a separate invoice generated for delivery, and we will get the product to you as soon as it is available.

- Please do not allow customers to start loading their drinks until you have counted everything with the driver.

Important Information:

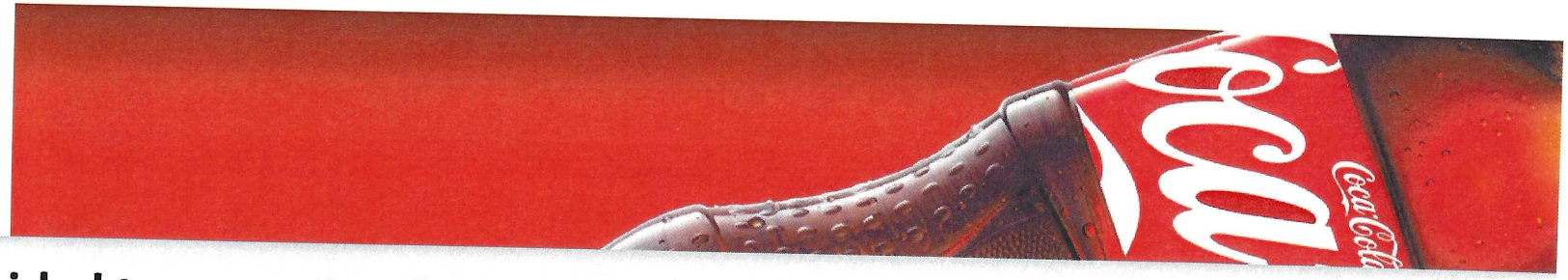
Payment:

- Due upon delivery. We accept business/school checks, money orders or cashiers' checks (payable to Coca Cola Bottling Company- UNITED). NO CASH!

- Set up a charge account (if approved) with Coca-Cola United.

Incentives:

There are incentive programs available based on your number of cases sold. Ask your Sales Representative for details.



Support Provided to every Fundraiser Event by Coca-Cola (If Requested)

EXAMPLE

a Coca-Cola for everyone.

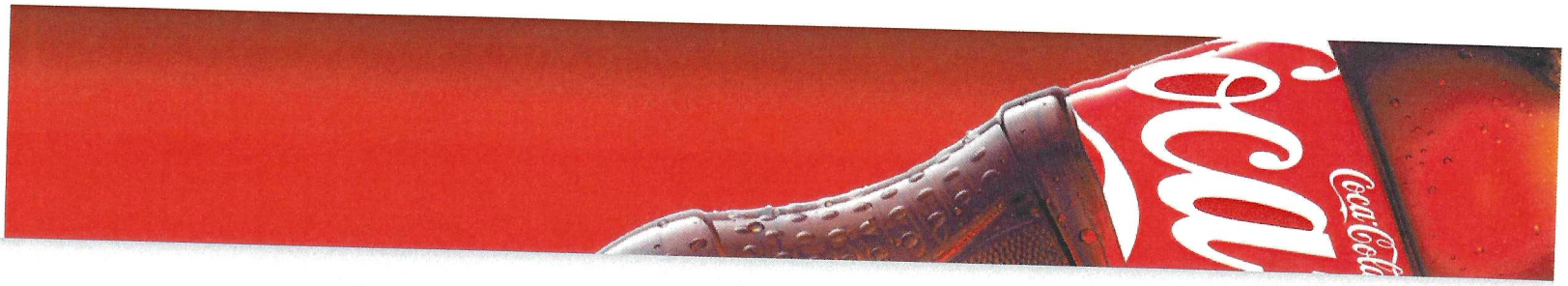
Coca-Cola FUNdraising!

COFFEE MIDDLE SCHOOL

FBLA

Please help support the Coffee Middle School FFA & FBLA Clubs Coca-Cola Fundraiser.

Banners to communicate key information (need at least 2 weeks to get printed)



Products Available for Fundraiser Sale

20oz Sparkling Drinks
Coca-Cola Classic
Diet Coke
Cherry Coke
Cherry Coke Zero
Coke Zero Sugar
Sprite
Sprite Zero
Pibb
Pibb Zero
Fanta Orange
Fanta Pineapple
Mello Yello
Mello Yello Zero
Barqs Root Beer
Seagram's Ginger Ale
Minute Maid Lemonade
Minute Maid Peach
Minute Maid Fruit Punch

20oz Water
Dasani Water
Smart Water

8oz Glass Sparkling Drinks
Coca-Cola Classic

12oz Sparkling Drinks
Coca-Cola Classic
Diet Coke
Coke Zero Sugar
Sprite

18.5oz Gold Peak Tea
Sweet Tea
Zero Sugar Sweet Tea
Green Tea

Tum-E-Yummies (TY)
Fruitabulous Punch
Very Berry Blue

12oz Minute Maid Juice (MM)
Orange Juice
Apple Juice

14oz.YUP Fair Life Milk
White Milk
Chocolate Milk
Strawberry Milk

20oz Powerade
Mountain Berry Blast
Fruit Punch
Lemon Lime
Orange
Grape
Berry Blast Zero

16oz Body Armor
Strawberry Banana
Orange Mango
Fruit Punch
Tropical Punch
Lyte Peach Mango

20oz. Body Armor IV
Strawberry Kiwi
Tropical Punch
Orange

Coca-Cola



20oz (24pk) **$30** **$1.25 per btl.**



$30
$1.25 per btl.
8oz Glass (24pk)



12oz (24pk) **$24** **$1.00 per btl.**

POWERADE



20oz (24pk) **$30** **$1.25 per btl.**

BODYARMOR



16oz12pk **$24** **$2.00 per btl.**

Tum-E Yummies



10oz (12pk) **$15** **$1.25 per btl.**

ENJOY Minute Maid



12oz (24pk) **$30** **$1.25 per btl.**

GOLD PEAK TEA

$24
$2.00 per btl.



18.5oz (12pk)



14oz (12pk) **$24** **$2.00 per btl.**

BODYARMOR FLASH I.V.



20oz12pk **$28** **$2.33 per btl.**



20oz (24pk) **$30** **$1.25 per btl.**

DASANI



20oz (24pk) **$30** **$1.25 per btl.**

SELL SHEET

Your Costs & Profits



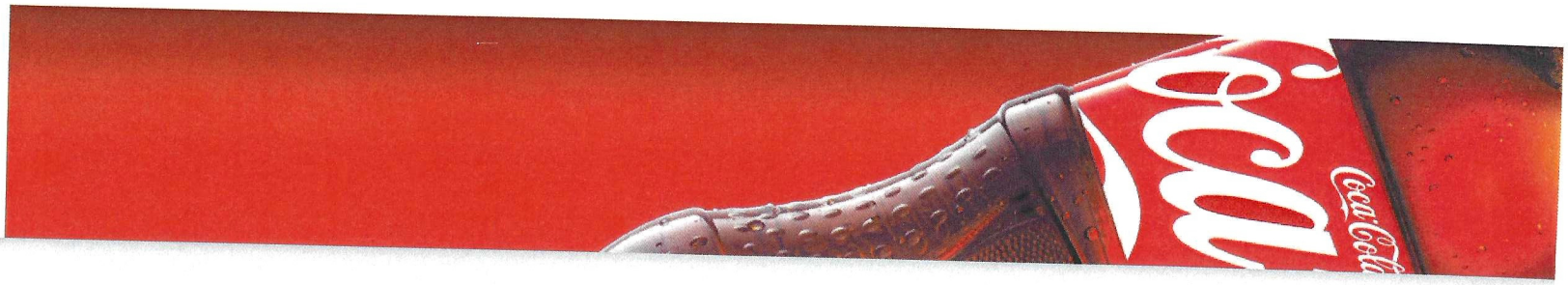
Your cost per case is an incredible savings vs. the convenience store price - PLUS all the proceeds go directly to your organization

PRODUCT	UNITS PER CASE	SCHOOL / ORGANIZATIONS COST	SUGGESTED SELL PER CASE	COST PER BOTTLE TO CUSTOMER	PROFIT PER CASE TO ORGANIZATION
20OZ SPARKLING BEVERAGES	24	$20.00	$30.00	$1.25	$10.00
12OZ. SPARKLING BEVERAGES	24	$16.00	$24.00	$1.00	$8.00
8OZ. GLASS BEVERAGES	24	$20.00	$30.00	$1.25	$10.00
20OZ. DASANI	24	$20.00	$30.00	$1.25	$10.00
20OZ. SMARTWATER	24	$22.00	$30.00	$1.25	$8.00
20OZ. POWERADE	24	$21.00	$30.00	$1.25	$9.00
12OZ. MINUTE MAID JUICES	24	$24.00	$30.00	$1.25	$6.00
16OZ. BODY ARMOR	12	$16.00	$24.00	$2.00	$8.00
10OZ. TUM-E-YUMMIES	12	$10.00	$15.00	$1.25	$5.00
18.5OZ. GOLD PEAK TEA	12	$15.00	$24.00	$2.00	$9.00
14OZ. FAIR LIFE MILK	12	$18.00	$24.00	$2.00	$6.00
20OZ. BODY ARMOR I.V.	12	$20.00	$28.00	$2.33	$8.00

SUGGESTED RETAIL PRICE : Customer has the option to change. This is only a recommendation from Coca Cola.

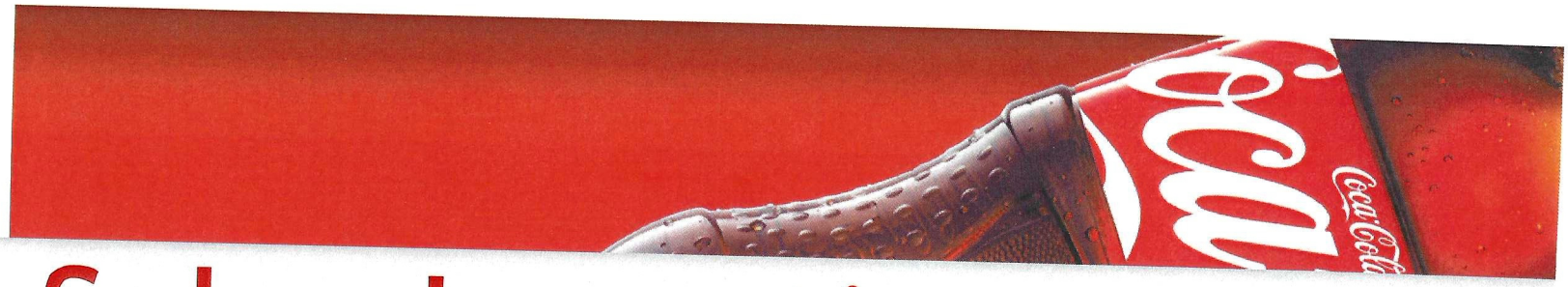
*Please note that if your organization is not tax-exempt , you are required to pay sales tax.

Average retail on 20oz. Sparkling is $2.69 per bottle
That's $1.44 savings per 20oz. Bottle



Sales Incentives

Prizes offered are intended to increase participation as well as to award the top performers

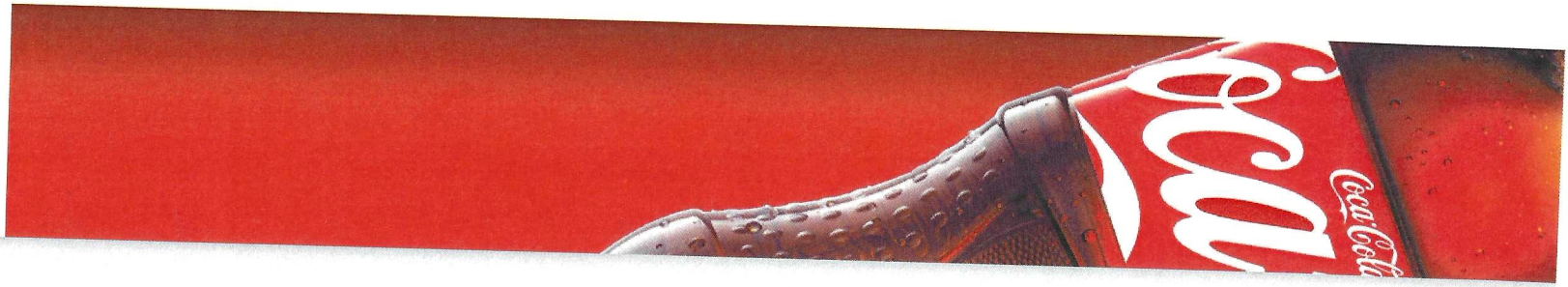


Sales Incentives

Each participant who sells a minimum of 10 cases receives a Coca-Cola T-Shirt

Prizes will be delivered by your Coca-Cola Representative. Coke REP. will need sizes and how many to order, normally takes around 2 weeks to get them in.





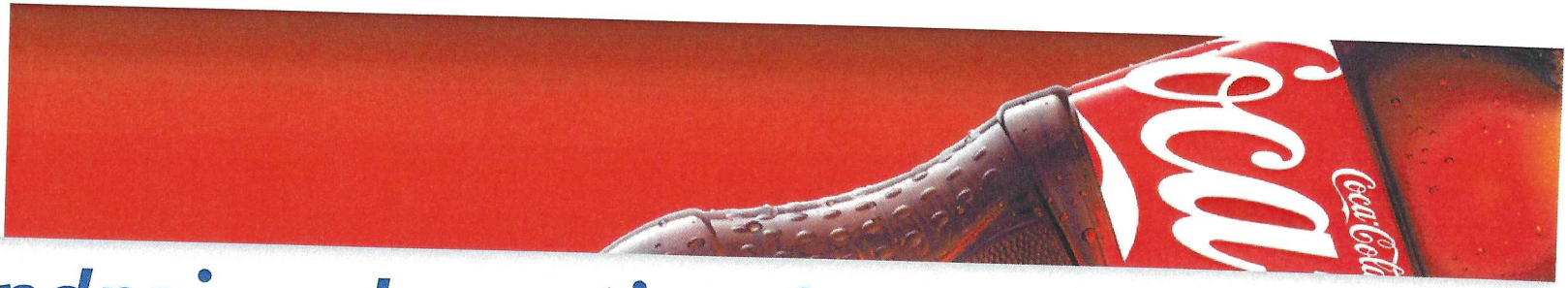
When your organization hits the **300 cases sold**, they will qualify for a set of Bluetooth Coca-Cola wireless headphones, or a prize of equal value. To be used however the organization sees fit.

Example: drawing for the most cases sold by an individual.

Prizes will be delivered by your Coca-Cola Representative.



Coca-Cola BOTTLING COMPANY UNITED



Fundraiser Incentive for Schools



When your organization hits **500 cases** sold, they will receive your choice



EXAMPLE:

- *Competition between Classrooms*
- Provide banner announcing class competition
- (500 case minimum on total Fundraiser Order)