

# *The Mid-Atlantic Coca-Cola Bottling Company, Inc.*

Parents/Students

Coca Cola has come up with a way to help raise extra money for school and athletic organizations through a fund raiser. It's called the Coca-Cola® Truckload Sale.

Coca-Cola knows that many of us already enjoy the refreshing taste of Coca-Cola products such as Coca-Cola® Classic, Diet Coke®, Sprite® and Dasani Water®. Purchasing these products conveniently and economically to help out your local school makes good "cents"! **Each 20 oz bottle** of soda that is being sold by the case usually retails for **\$1.49 - \$1.69 + tax in stores** but the cost to you and supporters is \$.75 per bottle. What a savings!

The goal of this fund raiser is:

## **To raise funds for Bennett's Creek Little League**

Now, with Coca-Cola and your help, we can help this organization with their goals. How does it work? It's easy. You have been provided with an order form listing every ones favorite Coca-Cola products. Simply complete the order form by entering the number of cases of Coca-Cola products you & your supporters would like to purchase.

Collect the money for the cases sold as you sell - cash or checks payable to your organization

You will then need to return the order form with the cases that you've sold and the money you've collected to your coach's deadline date that he/she will give you.

Please support our efforts by placing your order today. If you have any questions about this program, please contact your fund raising coordinator.

**Thank You for your Support!**



**Sales to retail outlets  
Prohibited!**



## Fundraising Program



# Coca-Cola delivers one of the easiest ways to raise money for your school or community!

Selling Coca-Cola is easy and returns big profits for your fund raiser:

- No door-to-door selling
- Quality, well known products and brands that everyone buys!
- Product delivered right to your location on the designated day you request for pick up

- 
- Distribute order form and program letter (supplied by Coca-Cola) to kids/parents
  - Have completed forms brought back to you to tally the order
  - Coordinate the delivery date with your Coca-Cola representative
  - If paying on delivery- have *one* check made out to Coca Cola
  - On delivery pick up the product and count up the profits!

Product	Case Cost	Suggested Price	Profit
20oz. Bottles of Soda	\$13.45/case 24	\$18.00	\$4.55
20oz Dasani Water	\$13.00/case 24	\$18.00	\$5.00
12oz Powerade	\$15.00/case 30	\$20.00	\$5.00