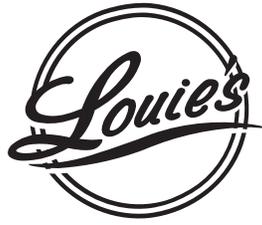


eat. drink. laugh.



Dear Friends,

Thank you for considering Louie's of Ashland a potential fundraising partner! Every year, Louie's donates thousands of dollars to our beautiful Ashland community by partnering with dozens of local non-profits and charities ~ just like yours ~ via our BIG GIVE program. Designed to be a quick, easy and fun way to get everyone in your group involved in raising dollars for your event, here are the 3 parts to Louie's BIG GIVE:

BIG GIVE PART I: LOUIE'S GIFT CARDS

About 4 weeks before your BIG GIVE WEEK at Louie's (described below) we give your program \$20.00 Louie's Gift Cards at a 50% discount. There is absolutely no up-front cost to your organization. Your group's members, families, friends and supporters sell the cards at their full \$20 value and the difference is kept by you- a minimum of \$10 for every gift card sold. For example, if your group sells 50 Louie's Gift Cards, you'll make \$500. Purchasers of the cards may use them at any time at Louie's, where they will be redeemable for their full \$20 value. At the end of your BIG GIVE, you simply return any unsold cards to Louie's, and reimburse us for the cards sold... again, at \$10 each: half-off their full \$20 value.

BIG GIVE PART II: YOUR BIG GIVE WEEK AT LOUIE'S

You and Louie's determine a week for your "Big Give Week at Louie's". For example, we may agree the first week in June is "your week". For everyone dining at Louie's that week who identifies themselves ~ e.g. "I'm here for 'Your Group' " ~ Louie's will donate 100% of the profits from their purchase to you. Of course, since you've made sure to let all the folks who bought Louie's Gift Cards know that the first week of June is "your" week , they've all saved that week to dine at Louie's with their gift cards and drive additional dollars to your group.

BIG GIVE PART III: LOUIE'S MATCH

Last but not least, Louie's will match - dollar for dollar - the total amount your group earns during your BIG GIVE week at Louie's. Thank you again for considering Louie's. We look forward to partnering with you in a meaningful, mutually beneficial way through Louie's Big Give. Please do not hesitate to connect with me on my personal cell if you'd like to discuss next steps!

Melissa Jensen, Louie's Owner
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Cell: (541) 301-4068