



## **Panera Bread® Donation Request Procedures and Guidelines**

Thank you for considering Panera Bread® in your fundraising needs.

**Each donation request must be accompanied by an official Dough Nation request form and should be received a minimum of 6 weeks prior to your event date. NO EXCEPTIONS.** All response letters are sent within 3 weeks of receiving the request. Responses will be sent to the address indicated on the request form only. If you prefer that a response be mailed directly to you, please specify. It is not necessary to follow-up with a phone call. If you have not received a written response, within 3 weeks of your request, please re-send a copy of your request with the original date circled.

### **Items Considered:**

Bread for a Year (a loaf of bread free every month for one year) Certificate Requirements

- The Bread for a Year Certificate will be considered for all events

Fresh Food Product Donation Requirements

- **Fresh products will be considered for events with large groups proven through documentation of event registration, letter on company letterhead, event announcements, or any other event solicitation.**
- The organization should be non-profit, 501-C tax exempt, and supply Panera with a tax exempt letter and/ or a tax id number. **NO EXCEPTIONS.**
- The organization must be within our vicinity of bakery-cafes or service our market area.
- **The Panera Bread® name and logo must be included on all event promotional materials. This includes; T-shirts, website, E-blasts, posters, brochures, banners, and any other event related literature. Logo will be provided upon request.**
- Panera Bread® being a food sponsor must be mentioned in any radio or newsprint articles promoting the event.
- Booth space must be provided for Panera Bread® to be on site if applicable
- A Compliments of Panera Bread® sign must be placed next to the food donation at the event. This sign will be picked up at the bakery-café along with the food donation. This sign is disposable and does not need to be returned to the bakery café.
- Products cannot be resold by any organization, even for fundraising purposes.
- No leftover food items may be donated to an event
- Panera Bread® reserves the right to remove sponsorship if these requirements are not satisfied

Please note that though Panera Bread enjoys being an active member of your community through many charitable programs, including donations, there may be some circumstances and/or company guidelines that prevent us from endorsing your request. **Each** donation letter we receive gets careful consideration by a dedicated marketing team member. If for some reason we are unable to fulfill your request, we will continue to do our best to accommodate your needs in the future.

### **Where to submit your request:**

Mail to: Boston Bread, LLC  
Attn: Donations  
125 Walnut Street, Suite A  
Watertown, MA 02472

By E-mail: [donations@bostonbread.com](mailto:donations@bostonbread.com)  
By Fax: 617-924-0026