

Otis Spunkmeyer O-iginals Recipe Contest Participant Form

Disclaimer and Agreement

By participating in this Recipe Contest, each eligible participant accepts and agrees to be bound by the conditions stated in this agreement and the decisions of the Sponsor (Otis Spunkmeyer, Inc.) which are final and binding and warrants that he/she is eligible to participate in this Recipe Contest; and agrees to release and hold harmless Sponsor, and its respective parents, affiliates, subsidiaries, officers, directors, employees and agents of every kind, (collectively, the "Released Parties"), from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prize(s) (including any injury or harm resulting from the use of a prize) or participation in this Recipe Contest. Sponsor reserves the right to edit the winning recipe for purposes of consistency throughout Sponsor's recipe program.

This Recipe Contest is open to any FCCLA affiliate student member and must be within good standing with the association. By accepting any prize, winner agrees to be interviewed by Sponsor and grants permission for the use of his/her name, address (city and state of residence), likeness, and/or prize information for advertising and promotional purposes in any and all mediums now or hereafter known throughout the world in perpetuity without additional compensation, notification or permission, unless prohibited by law. Sponsor reserves right to void the contest where delivery can not be made off of an Otis Spunkmeyer delivery vehicle.

Prize is non-transferrable and may not be redeemed for cash. Prize must be used in relation to the 2010 FCCLA National Leadership Conference and any expenses beyond the total prize awarded are the sole responsibility of the participant(s). Expenses related to the conference must be submitted within 30 days following the event in order to be reimbursed for costs. Reimbursement is not to exceed \$2000 in total, or \$1000 for each person. Maximum persons is limited to two (2). Sponsor is not obligated to compensate participant for any additional exposure of the recipe beyond the life of the contest. Recipes submitted will become the property of Otis Spunkmeyer, Inc. and can be used in any way the Sponsor sees appropriate without permission of the participant.

Expenses must be submitted to ktilton@spunkmeyer.com and proof of purchases must be included. All receipts must be submitted by July 16, 2010 in order to be reimbursed. If you have questions regarding expense submissions, please contact Kathy Tilton at the email address above.

See Official Rules and Details for contest dates, qualifications and requirements.

Acknowledgement:

I have read and understand the Disclaimer and Agreement, and agree to be bound by its terms.

Date: _____

Parent/Guardian Signature _____

Print Name _____

Participant Signature _____

Print Name _____

Adviser Signature _____

Print Name _____

Email signed agreement and completed contestant form to askotis@spunkmeyer.com



Contestant Form

School Name _____
Chapter Name _____
Adviser Name _____ Title _____
Adviser Phone _____ Adviser Email _____
Student Name _____
School Address _____ State _____ Zip _____

Check the cookie dough flavors you wish to order.

- 58800 – 1.33 oz. Chocolate Chip 58801 – 1.33 oz. Double Chocolate Chip
 55803 – 1.33 oz. Oatmeal Raisin 58823 – 1.33 oz. Strawberry Shortcake
 59904 – 1.33 oz. Butter Sugar
 Please send a start up kit (includes oven, display case and 2 posters)

Originals Sprinkles and Ingredients:

If you wish to use Otis Spunkmeyer O-riginals in your recipe, you will need to advise your sales representative at the time of order.

If you're a current customer, you may not need equipment at this time, or you may only need one of the items in the start up kit above. Please use the notes section below to request the components you need.

Notes:

If you're not a current customer, a representative will be in touch to set you up. A representative will only contact you once you've completed, signed and submitted the agreement and contestant forms to the appropriate email address listed at the bottom of each page in this document.

Check the below box if you are not an Otis Spunkmeyer customer.

- I need to be set up as an Otis Spunkmeyer customer.

A confirmation that your order has been placed will be emailed to the Adviser's email address provided above.

Email signed agreement and completed contestant form to askotis@spunkmeyer.com

Easy steps and guidance in helping you make the most of your participation in the contest and the Otis Spunkmeyer fresh-baked cookie program.

Our O-originals recipe contest is more than creating recipes. You can equip yourself with essential business-building skills that are appropriate for today's business environment. Sell fresh-baked cookies and your recipes to your peers, faculty and parents to help you find a winner and to make additional profit for your organization.

Start Up Costs:

- To get started, you will need approximately \$150. This includes the purchase of 2 cases of cookie dough (minimum order) and other supplies you may choose to purchase (i.e. cookie bags, pan liners, etc.)
- New customers can receive \$10 off per case on their first purchase of Sweet Discovery cookie dough. Offer valid for a limited time and only available on the first order. That's a \$20 savings!!
- Oven, display case, POS (posters, danglers, etc.) are all FREE of CHARGE with the minimum purchase of 2 cases of cookie dough per month.
- If you choose to discontinue service, simply contact us and we'll gladly pick up any equipment that was delivered.

Profit Potential (based on selling 2 cookies per transaction):

- To maximize sales, bake your cookies right before selling time to create that fresh-baked aroma in the air. It will be almost impossible to resist helping generate sales for your organization.
- Average cost per case of Sweet Discovery cookie dough is \$65 (depending on flavor). Approximately 240 cookies are in each case. We recommend selling 2 cookies for \$1. That's a 46% gross profit per transaction for your organization.
- Selling your recipe – the ingredients you choose to use will determine your retail cost to your customers.

The Otis Spunkmeyer Program

- Our program is turn-key allowing you to capitalize on the impulse nature of cookies ultimately increasing purchases and repeat business for your organization.
- The Otis Spunkmeyer brand is highly trusted by consumers, so you can feel confident you're providing the best to your customers.
- We provide the tools needed so you can be successful. A more extensive guide on how to run your cookie program like a business is available. You can request this from Kathy Tilton at ktilton@spunkmeyer.com

Tips/Suggestions:

- Keep it simple. People are consumed these days with little time to spare. Keeping your recipe and cookie program simple and easy is key to your success and will encourage purchases.
- Sign up for the O-originals eNewsletter to help you with ideas and to see what's already been created. This will also allow you to see the winning recipe and interview.
- If your program is successful, you may want to consider purchasing a freezer. Otis Spunkmeyer and Lowe's have partners to offer Otis Spunkmeyer customers 10% off the purchase of a freezer. Ask your sales representative for more details.

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