

Schlotzsky's Local Store Marketing Request Form

Please fill out all required fields, based on your request type, and email this form and any supporting documents to lsm@schlotzskys.com. Once the form is received by your FMM, you will receive a response within 72 business hours. Lead times vary depending on the nature of the request. All lead times are noted below. Requests must be sent in before noon EST to be counted for that day. Failure to supply all the required information will delay the processing of your request.

- LSM Artwork Request – 15 business days
 - LSM Social Boosting Program Request – 15 business days
 - Access Request: GMB – 5 days, Facebook – 30 days, Yelp – 30 days
- Lead times indicate time need for the initial proof. Any changes or edits will add time for completion of the request.

ALL FIELDS ARE REQUIRED

Store #(s): _____ Date of Request: _____ Due Date: _____
Franchisee Name: _____ Point of Contact: _____
Point of Contact Phone #: _____ Point of Contact Email Address: _____
Restaurant Address & Phone #: _____

LSM ARTWORK REQUEST

Type of Request(s):

Digital: ☐ Web Banner/Ad ☐ Social Media Image ☐ Digital Billboard ☐ Online Video ☐ Image ☐ Other Digital
Print: ☐ Flyer ☐ Banner ☐ Direct Mailer ☐ Yard Sign ☐ Billboard ☐ Other Print
Miscellaneous: ☐ Radio Script ☐ Broadcast TV ☐ Other

Size: ☐ Horizontal ☐ Vertical

Orientation: ☐ Horizontal ☐ Vertical

Color/B&W: ☐ Color ☐ B&W

Bleeds:

Main Message/Headline:

Body Copy/Supporting Messages (Please explain what you want this item to convey and any other messages needed):

Disclaimer (Ex: expiration date, store address, etc.):

Do You Need a Coupon or Offer? ☐ YES ☐ NO

Coupons/Offer:

Offer: ☐ BOGO Free Entrée

Exp. Date:

Effective Date:

Offer: ☐ \$3 off \$15

Exp. Date:

Effective Date:

Offer: ☐ Free Classic Roll with Entrée Purchase

Exp. Date:

Effective Date:

Offer: ☐ Free Kids Meal with Entrée Purchase

Exp. Date:

Effective Date:

Offer: ☐ Free Chips and Drink with Entrée Purchase

Exp. Date:

Effective Date:

Other: ☐

Exp. Date:

Effective Date:

Do you have supporting documents for this request? (Ex: spec sheet, art examples, Primary ID, etc.) If so, please include them with your request. ☐ Yes ☐ No

Additional Information:

LSM Social Media

Social Media Boosting

Please note that payment for your paid social media campaign will be done through your Field Marketing Manager. Facebook and Instagram platforms do not allow multiple credit cards to be used on a profile. Because all Schlotzsky's pages are linked to the National page, one assigned credit card must pay for all Schlotzsky's paid campaigns. You will be drafted for the amount of the campaign.

☐ **PLEASE CHECK HERE AS ACKNOWLEDGEMENT AND APPROVAL OF THE BILLING PROCESS**

Facebook page URL:

Campaign Run Dates:

Budget:

Message: ☐ Catering ☐ Pi Day ☐ \$0 Delivery Fee ☐ Calzone ☐ National post

(please include post date and screenshot of the post)

Additional Notes:

ACCESS REQUEST

Facebook

Facebook admin access to your store's Facebook page goes through an approval process which requires the information below. This approval process can take up to 30 days.

Facebook page URL:

Please explain the purpose of requesting access.

Submit a mock 30-90 day Facebook posting schedule which includes copy and images. You do not need to make these posts. These are sample posts to ensure verbiage used aligns with the brand voice.

Examples of types of posts include hiring, local deals and local in-store fundraisers.

Facebook Agency Access

Facebook page URL:

Agency ID:

Google My Business (GMB)

Email Requesting Access:

Yelp

Please provide the information below for the individual needing access.

First Name:

Last Name:

Email Address:

Store Number:

Store Address:

Store Phone Number:

Additional Information:

LSM Pixel Request

Who is requesting this pixel?

Ex: franchisee name, agency name, etc.

What channel(s) will this pixel be leveraged for?

What platform(s) will this pixel be tied to?

☐ Facebook ☐ Store Website Pages ☐ GMB

How long will you be running media with this partner pixel?

What is the planned spend for this partner that will leverage this pixel?

What percent of the monthly or quarterly budget does this partner represent for the store(s) across channels?

How will revenue and/or order data be shared with the brand teams?

What page URLs and/or App domains will the pixel need to be installed on?

What events are you looking to track and on what pages of the site are you hoping to track each event?

E.G. revenue, site visits, app signup etc.

Please provide any pixel script in txt or html file to ensure code copies over as intended