
Shakespeare's Pizza Marketing Request Form

Office: 3304 Broadway Business Park Court, Columbia MO, 65203 info@shakespeares.com

Shakespeare's Pizza does, contrary to popular belief, advertise in ways other than the front page of the Add Sheet. If you have a marketing opportunity that you really, truly, and no-kidding-you-mean-it think we might like, then this form is for you. It presents your ideas to us in a way that allows us to efficiently and effectively evaluate them. You may add or substitute any additional sheets, letters, pamphlets or forms you feel appropriate; just make sure we have this information in some format or the other. Submitting this form does *not* guarantee that we will accept your offer.

We've been in business for well over 30 years. The current marketing guy has been doing his thing for most of that time. We have developed a very careful, well-thought-out set of ideas. We know what we want to do. If you believe you have a genuinely profitable idea (your idea needs to bring in \$3-5 in sales for every dollar it costs just to break even) then feel free to use this form or its equivalent to communicate your idea to us.

Advance notice is pretty much required. Advance notice means weeks, at least. If your plan is earlier than this, it is very unlikely that we can respond favorably. We really can't decide this afternoon about an idea for tonight or this weekend.

Your Name: _____ Today's Date _____

Your e-mail (*e-mail is good!*) _____ Your Phone # _____

Your Organization Name _____ Best Phone(s) _____

Address, website, etc _____

Your Plan / Idea

How does it reach our customers? _____

How many customers will it reach? _____

What does it cost Shakespeare's? _____

What is the time frame? _____

What other companies are using it? _____

Are there any other important details? (You can include other pamphlets or materials if appropriate.) _____

Instructions: Due to the vast number of offers we receive, we will NOT take information concerning marketing opportunities over the phone. Fill out this form and mail/bring it, along with any other materials you feel appropriate, to: Shakespeare's Pizza, Attn: Lori, Keeper of the Keys to the Drawer with the Blank Checks, The Little Room in the Back, 3304 Broadway Business Park Court, Columbia, MO 65203. (You can leave out the Keeper of the Keys and Little Room parts if you want, but it makes her giggle.) Be sure to include cash and/or promises of favors to increase your chances. We like nice micro-beers and single-malt scotches. Just kidding. No, we're not. Yes we are. Maybe. You may also e-mail this in a form that we can read. You can fax it to 573-449-4660, but faxing is sooooo 90's. We try to get back to everyone who requests, yeah or nay; you can e-mail lori@shakespeares.com if you haven't heard from us. You can call the restaurants, but all they can do is take your pizza order.