



2018 Spirit Bracket Challenge

Frequently Asked Questions

1. **What is the “Spirit Bracket Challenge?”** A fund raising program, hosted by Buffalo Wild Wings, for area schools 501C3 scholastic programs/clubs to compete against one another in a bracket-style challenge to see who can raise the most money for their school/program. This event also offers schools a competitive way to compete in a bracket to show which school really has the most spirit!
2. **How does a school/school-sponsored club get involved?** Schools/school-sponsored 501C3 clubs must visit either www.wild941.com or www.995qyk.com to fill out and submit an online application form prior to the submission cutoff 11:59pm EST on January 31, 2018.
3. **How are the schools/school-sponsored clubs selected?** Participating schools/school-sponsored 501C3 clubs are selected by the sole discretion of Buffalo Wild Wings based on how well-deserving the application essay appears to be. Follow up phone interviews are conducted by Buffalo Wild Wings and then the top 32 schools are chosen for participation.
4. **Are there any requirements a school must meet to be a participant?** The school must enter through the participation of a 501C3 club or program. Schools must have an advisor, principal, or advisor’s endorsement to participate. Schools must complete and submit a W-9 or 501C3 letter.
5. **Can we participate again?** All schools are encouraged to enter in the Spirit Bracket Challenge. Schools may only participate in one challenge per calendar year.
6. **How many schools are selected?** Thirty-two (32) maximum Tampa Bay Area schools will be selected to compete in the 2018 Spirit Bracket Challenge.
7. **How does a school advance in the “bracket challenge” once selected?** 32 schools will be competing against all schools for a head to head fundraising competition. The school that raises the most money, on their given “Spirit Night”, will advance in the bracket.
8. **How does a selected school obtain qualifying sales during their fundraising period?** Schools will receive a customized flyer with their school’s name, date, and specific Buffalo Wild Wings location to be visited for their fundraising night. Schools are responsible to distribute the flyers to their area students and area community members.

Guests supporting the school's fundraising Spirit Night must bring the flyer to Buffalo Wild Wings the night of the event for the sales to count towards the school's fundraiser. All flyers must be distributed/downloaded PRIOR to visiting Buffalo Wild Wings. No flyer distribution will be allowed on premise at Buffalo Wild Wings. Failure to adhere to this guideline will result in immediate disqualification and forfeit of fundraising dollars.

9. **Where/How does a school obtain flyers to qualify their fundraising sales?** Flyers will be available for download and printing through Buffalo Wild Wings. Schools and/or their sponsors/students can print and distribute any time as well so long as the flyers ARE NOT distributed on premise. 15% of dine-in sales of food and non-alcoholic beverages **ALL DAY** on day of event/Spirit Night will go to fund raising efforts. Thirty-two schools will be chosen to compete in the Spirit Bracket Challenge. Those 32 schools will receive an email from Buffalo Wild Wings confirming their participation in the contest. The schools will receive a flyer that will be available for download in that email. The flyer must be presented to Buffalo Wild Wings on the night of the fundraiser to be counted towards the total fund raising that night.
10. **When/How does a school determine if they have advanced in the fundraising challenge?** Schools will be contacted by Buffalo Wild Wings on Friday after their event/Spirit Night. Results and the current bracket will also be posted and updated weekly on www.wild941.com and www.995qyk.com
11. **If eliminated, does a school get to keep the funds that they raised up until the point of elimination?** Yes. All funds raised will be donated after the "bracket challenge" has been completed.
12. **Are there any tax implications for the funds raised through the "bracket challenge?"** Schools must complete a W9 or provide a copy of their 501C3 letter.
13. **What does the overall winning school receive?** Schools will keep their funds raised from each event/Spirit Night plus the \$2,500.00 grand prize.
14. **How/When will funds raised be delivered to the participating schools?** Participating schools will receive their donation by the end of March 2018, via check from BWW.