

## Neighborhood to Nation 2018

### *Refer and Win* DSR Incentive FAQs

#### What is the objective?

Reward DSRs for helping generate Operator participation in the Neighborhood to Nation Recipe Contest.

#### What is the incentive?

For every independent restaurant Operator a DSR refers to the Neighborhood to Nation Recipe Contest that submits a valid recipe, they will receive \$100 (as a Visa gift card), up to a \$500 maximum per DSR.

#### When does the incentive start and end?

The Operator must submit their recipe during the submission period, which is March 1-April 30, 2018. The DSR must also fill out the Referral Incentive Form for each Operator they refer. The Referral Incentive Form is found on the Promotions page on our website:

<http://www.generalmillscf.com/promotions>. We will accept Referral Incentive Forms until May 25, 2018.

#### How do you confirm a DSR referred an Operator?

There are two ways:

- 1) **Operator puts DSR as referral source on entry form.** On the recipe entry form, there is a field that Operators must fill out asking where they heard about the contest. If they answer that they heard about the contest from their Distributor and include the DSR's name, once the recipe is validated, the DSR will automatically receive the referral incentive. Screenshot of entry form:

Phone Number

How did you hear about the contest?

Who is your distributor house?

Who is your Distributor Sales Rep?

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**Restaurant Information**

Restaurant Name

Restaurant Address

- 2) **DSR submits the referral incentive form for each operator they refer.** The DSR must submit the Referral Incentive Form for each Operator they refer to be sure they will receive credit. This form is found on the Promotions page on our website: <http://www.generalmillscf.com/promotions> and on [www.Neighborhoodtonation.com](http://www.Neighborhoodtonation.com) on the “Enter Now” tab, directly underneath the “Enter Now” button. They can also ask their General Mills Sales Representative to help them fill out this form. **We MUST receive all Referral Incentive Forms by May 25th.**

#### **How and when will DSRs be paid out?**

At the end of the contest, we will add up all the referrals for each DSR and mail a Visa gift card for that amount to them. DSRs will be paid out in August, after the recipe vetting and judging is complete to confirm the recipe submitted was valid.

#### **Is there a cap?**

Yes, there is a maximum referral incentive amount per DSR of \$500—and a total incentive cap of \$10,000. This means the incentive will end once the threshold of \$10,000 is paid out.

#### **How will we know if the incentive has hit the \$10,000 cap?**

We will monitor this and once we have reached the cap, we will update the Referral Incentive Entry form saying we have reached our cap and the incentive is closed.

#### **If an Operator submits two recipes, will the DSR get \$200?**

No. The incentive is per Operator, not per recipe. An Operator can submit multiple recipes, but a DSR will get \$100 per Operator regardless of how many recipes that Operator submits.

#### **What if an Operator doesn't put the DSR as the referral source even though the DSR referred them?**

If an Operator does not credit the DSR as how they heard about the contest, the DSR will still be eligible to receive the \$100 gift card if they fill out the Referral Incentive Form, with the name of the Operator they referred, **prior to May 25th, 2018**. We will validate whether the operator did indeed submit a valid recipe.

#### **What if an Operator puts their Distributor as the referral source, but does not put their DSR's name?**

If an Operator does not know or does not list their DSR's name on the entry form, but does attribute that they heard about the contest from their Distributor, we will accept this as a referral and pay out the \$100 Visa gift card to the DSR so long as we have received the Referral Incentive Form from the DSR and the recipe is deemed valid.