

Program Goals, Details and Guidelines  
2017 Children’s Miracle Network Hospitals Campaign Featuring Aquafina and Lipton Teas

**Program Goal and Guidelines for Full Service Managed by Marriott and Franchised Hotels**

Our goal is to have all Marriott International Full Service hotels participate in this program as a way to support your local Children’s Miracle Network-affiliated hospitals. This campaign requires a low level of logistical effort and can produce extraordinary results.

Participation details:

- Inform hotel ownership of your participation in the campaign, if necessary.
- Run the campaign anytime beginning June 1 and ending August 31.
- Determine your properties donation for the campaign: For example,

<b>Example:</b>		<b>Donation/bottle</b>	<b>100 bottles purchased</b>	<b>\$25.00 total CMN donation</b>
<b>Aquafina 20-oz. bottle</b>	<b>\$2.50</b>	<b>\$.25</b>		

You may consider re-pricing the designated products to off-set the donation using the following recommended guidelines (make sure prices exclude taxes):

**AQUAFINA and LIPTON TEAS PRICING GUIDELINES:**

Aquafina Item		Lipton Teas	
20 – oz. bottle	+\$0.15- \$0.25 (Min/Max \$2.50/\$4.00)	20 – oz. bottle	+\$0.15- \$0.25 (Min/Max \$2.50/\$4.00)
1 – liter bottle	+\$0.25 - \$0.50 (Min/Max \$3.50/\$5.00)	12 - oz. can	+\$0.15- \$0.25 (Min/Max \$2.50/\$4.00)

## A. OVERVIEW:

All Full Service Managed by Marriott and Franchise hotels in the United States are encouraged to participate in the Children's Miracle Network Hospitals (CMNH) Market Campaign June 1 to August 31. Proceeds to CMNH are to be made from any sale of Aquafina Water and Lipton Teas.

CMNH proceeds will be generated as follows:

- Properties contribution based on designated product sold. Consider re-pricing opportunities during CMNH Campaign.
- Charitable contribution from PepsiCo (parent company of Aquafina) on behalf of Marriott

Hotels should **not** position this Campaign as an optional guest donation in any type of communication (e.g., verbally, printed on flyers, printed on menus). This includes communicating any type of option for guests to remove donation proceeds from cost of featured products ("Opt Out").

Additional information can also be found on the Marriott Global Source at: [Home](#)» [Business Resources](#)» [Social Responsibility & Community Engagement](#)» [Community Partners](#)» [Children's Miracle Network Hospitals® \(US/Canada\)](#)

## B. HOW TO GET STARTED:

(Franchised properties) ORDER A KIT: <http://marriott.childrensmiraclenetworkhospitals.org/>

1. **Order and merchandise Aquafina Water and Lipton Teas:** Hotels should continue to order through current distribution channels. Hotels should order and feature both 20- oz. and 1-liter bottles of Aquafina.
2. **Assess pricing opportunity for featured products during Campaign:** The following factors should be considered when making re-pricing decision for Aquafina:
  - CMNH "promoted" items traditionally increase sales of that item by +20-40% given association with Campaign. Similarly, guests tend to be more forgiving on higher price, recognizing that a portion of the proceeds goes to charity.
  - Benchmark local retail outlets' pricing of premium bottled water and tea products.
  - Record new pricing and total CMNH contributions, for 20-oz. and 1-liter to assist accounting process.
  - If necessary, re-print and post Menu market pricing sheet upon changing current pricing of products (Link for new Market pricing sheet is [Home](#)» [Operations](#)» [Retail](#)» [The Market](#)» [Signage & Marketing](#))

### 3. Look for your CMNH "Kit" (Flat envelope marked CMNH) during the week of May 15:

**FRANCHISED PROPERTIES: YOU MUST ORDER THE KIT TO PARTICIPATE:**

<http://marriott.childrensmiraclenetworkhospitals.org/>

- Your "Kit" from Children's Miracle Network Hospitals will arrive in a flat envelope marked with CMNH and addressed to the attention of the General Manager. The kit will include 2 refrigerator clings and flier for the front desk.
  - Place the CMNH 'cling' in the upper-left corner of your **refrigerator** door during the promotion to make guests aware of promotion during this Spring/Summer season.
  - The front-desk flier should be placed in a Plexiglas, 8.5 x 11 stand.
4. **Sell Aquafina Water and Lipton Teas!**  
If necessary, re-print and post Menu market pricing sheet upon changing current pricing of Aquafina water. Link for new Market pricing sheet is: [Home](#)» [Operations](#)» [Retail](#)» [The Market](#)» [Signage & Marketing](#)
  5. **Account for CMNH Proceeds Each Period:** Refer to MGS for Job Aid for submitting CMNH funds.
    3. You can track your sales in one of two ways: Set up an internal tracking system or, at the end of each month, your local Pepsi bottler/distributor can provide a report of how many cases of the products were ordered by your property during this time. A journal entry should be made reducing the outlets' sales by the incremental fees on the donations. When tax is submitted, tax must be paid on the full sales price (inclusive of the incremental price donation).
  6. **August 31/End of Campaign:** Remove cling from refrigerator door. Return to original prices at the conclusion and reflect with new menu market pricing sheet.

## C. STORAGE/STOCKING OF AQUAFINA AND LIPTON TEAS

- Sizes: Hotels should stock 20-oz. and 1-liter bottle sizes of Aquafina and 20-oz. bottles and 12 oz. cans of Lipton Teas. Hotels without 1-liter bottles should realize that they drive more profitability to your hotel and

- are very popular with customers – especially over the weekend.
- Merchandising: As guests buy the products, bring remaining items up to the front of the shelf and ensure logos are facing front.
  - In the event you are having trouble fitting the 1-liter models, we suggest you remove a few modular sections of the beverage glides at one end of the shelf.
  - Resources: Enter “The Market” on MGS Search for more information, or email [Eloise.sanchez@marriott.com](mailto:Eloise.sanchez@marriott.com)

#### **D. MARKET PROCEDURES**

Scan every CMNH featured product into system and close the method of payment with guest (guest room charge, cash, credit card).

#### **E. FUND PRESENTATION TO CMNH**

All funds collected during the campaign should be consolidated by MBS General Accounting and presented to CMNH.

- **US Managed by Marriott Properties:** Submit funds via MBS directly to Children’s Miracle Network Hospitals. Be sure to include how the funds were raised in the comment section of the check request process.

All funds must be submitted via MBS and should be directly sent to:

Children’s Miracle Network Hospitals  
205 West 700 South  
Salt Lake City, Utah 84101

- **US Franchised Properties:** When submitting a check, indicate property MARSHA code and how the funds were raised.

All funds should be directly sent to:

Children’s Miracle Network Hospitals  
205 West 700 South  
Salt Lake City, Utah 84101

Please direct any questions related to the campaign or fundraising for Children’s Miracle Network Hospitals to Amy Moyer, 407-409-1722 or [Amy.Moyer@Marriott.com](mailto:Amy.Moyer@Marriott.com).

CLING:



**PLEASE HELP SUPPORT**



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Miracle Network  
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PepsiCo, Inc. is making a \$10,000 donation to Children's Miracle Network Hospitals. AQUAFINA is a registered trademark of Pepsi Co, Inc. Pure Leaf is a trademark of Unilever Group of Companies.

Flier:

# PROUD SUPPORTER

of your local  
children's hospital



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**PUT YOUR MONEY  
WHERE THE  
MIRACLES ARE**

[CMNHospitals.org](http://CMNHospitals.org)