



Rollin' Oats In-Store Event Guidelines & Checklist



Education and personal growth are two of the most important principles behind our mission at Rollin' Oats. As such, we strive to educate our customers through healthy cooking classes and educational health, wellness, and nutrition lectures.

If you are a local health professional or practitioner interested in presenting educational classes in our stores, the below criteria must be met and the attached *Informational Form* must be submitted for consideration to the Rollin' Oats Marketing Department at least six (6) weeks prior to the proposed event date.

Presentation Checklist:

- ✓ The presentation must be of educational value to our customers and representational of both your company and Rollin' Oats.
- ✓ The emphasis of your presentation should be education vs. self-promotion.
- ✓ Presentations may not feature a presenter who sells competitive products.
- ✓ Presentations may not be affiliated with any religious or political organizations or contain any such messages.
- ✓ All presentation materials and distributed items must be preapproved by Rollin' Oats.
- ✓ Demonstrations accompanying lectures are acceptable upon approval
- ✓ It is suggested that lectures are 30-45 minutes in length and allows for 15-30 minutes for demonstrations and questions.
- ✓ Please be aware that classes may be held in St. Petersburg, Tampa or both locations. To be determined by presenter and Rollin' Oats.
- ✓ We recommend each presenter use a variety of presentational tools. For example demonstrations, quizzes, props, product display, and other forms of audience interaction.



In-store Event Informational Form

Today's Date: _____

Contact Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Alternate Contact: _____

Email: _____

Topic/Event Title: _____

Proposed Event Date(s): _____

Event description & structure/layout of class:

Have you presented on this topic before? _____

Do you plan to provide informational handouts? _____

Attach Bio, Credentials and/or Resume. Please send headshots and/or artwork in a .jpeg format to Marketing@RollinOats.com

Contact the Marketing Department at (813) 873-7428, or Marketing@RollinOats.com if you have questions about the guidelines and/or this form.

Please mail or email the following form and your attachments to:

Rollin' Oats Market & Café, ATTN: Marketing Department
1021 N. MacDill Ave.
Tampa, FL 33607