

# THIRD PARTY EVENT & CAUSE RELATED MARKETING (PROMOTION) GUIDELINES

Thank you for your interest in supporting Good Shepherd Food Bank by helping raise funds to feed those in need. The Food Bank frequently receives heartfelt requests from individuals and organizations to host special events/promotions and contribute a portion of the revenues less out of pocket expenses (“percentage of net proceeds”) to us. We welcome these requests and have drafted the following requirements to protect both the organizations/individuals hosting the event (the “Third-Party”) and Good Shepherd Food Bank. In order for the event/promotion to be considered, the following procedures must be followed.

## **BACKGROUND:**

Third party events and/or cause-related marketing (promotions) are implemented by outside organizations for the benefit of Good Shepherd Food Bank, with **minimal or no assistance** from the Food Bank staff or volunteers.

The sponsoring organization must be respected in the community and one whose reputation will enhance Good Shepherd Food Bank’s public image. Care should be taken to ensure the sponsoring organization is not using the Food Bank’s name to offset bad publicity or to improve an otherwise unfavorable public image.

## **RATIONALE:**

Each year, Good Shepherd Food Bank receives many requests from caring organizations and individuals who wish to hold an event and/or promotion to benefit the Food Bank. Because of the volume of these requests, we are unable to participate in every event/promotion that is proposed. The Food Bank utilizes this fundraising strategy to ethically and effectively generate resources for our agencies and the people they serve. We retain the right to refuse any event/promotion or appeal.

# GIVING CRITERIA

## PLEASE NOTE:

1. Staff and/or volunteers presence at an event is never guaranteed and is determined on a case by case basis and is usually related to revenue and exposure levels.
2. Presence on Good Shepherd Food Bank's website and/or media assistance is never guaranteed, and is decided on a case by case basis and is usually related to revenue levels.
3. Good Shepherd Food Bank does not share or sell its internal list of donors or supporters.
4. Per IRS guidelines, Good Shepherd Food Bank cannot "endorse" the sponsor's brand/product or provide a "call to action" that causes financial benefit to the sponsor.
5. Use of Good Shepherd Food Bank's tax identification number requires the Food Bank's prior approval.
6. The sponsoring organization should provide Good Shepherd Food Bank with a list of targeted corporate sponsors. The Food Bank reserves the right to exclude solicitation of specific sponsors.
7. If only a portion of the proceeds will go directly to Good Shepherd Food Bank, the sponsoring organization must clearly disclose to purchasers, participants, etc., the approximated amount of dollars and/or percent of the proceeds that will go to the Food Bank.
8. The Third-Party will tender the percentage of net proceeds from the event due Good Shepherd Food Bank within (45) days of the event.

# ADDITIONAL CRITERIA

## EVENTS/PROMOTIONS SHOULD ALSO MEET THE FOLLOWING ADDITIONAL CRITERIA:

- 1.** A license and indemnification agreement should be signed by both parties and accompanied by a detailed description, including a budget, promotional objectives, and a minimum guarantee of monies to be provided to Good Shepherd Food Bank. Please note, the license and indemnification agreement will include mutual hold harmless language and insurance requirements.
- 2.** If conducting a raffle, the sponsoring organization must adhere to legal raffle guidelines. A raffle is defined as a scheme for distribution of prizes by chance among persons who have paid money for paper tickets that provide the opportunity to win these prizes. In light of the state and federal laws and regulations governing these events, Good Shepherd Food Bank must pre-approve the terms and conditions of all raffles.
- 3.** If sponsoring organization is conducting an event, Good Shepherd Food Bank requires verification that the sponsoring organization has adequate insurance coverage, and must receive a certificate of insurance that names Good Shepherd Food Bank as Additional Insured no later than 15 days prior to the scheduled event. The Third-Party must, in its sole discretion, determine the extent of required insurance for the event in order to protect itself from claims, which may arise out of the event.
- 4.** The fundraising event or appeal organizer/sponsor/organization agrees to indemnify, refund and hold Good Shepherd Food Bank harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities, damages, recoveries and deficiencies, including interests, penalties, and reasonable attorney's fees that shall be incurred or suffered by Good Shepherd Food Bank which arise, result from or relate to the fundraising event or appeal, the organizer/sponsor/organization's performance of its agreement as specified in these guidelines and the Fundraising Event/Promotion Application Form.

# PUBLICITY

GOOD SHEPHERD FOOD BANK MUST REVIEW AND APPROVE ALL MATERIALS THAT INCLUDE OUR NAME AND/OR LOGO.

PLEASE SUBMIT MATERIALS TO JGUERETTE@GSFB.ORG FOR APPROVAL.

Please check the types of promotional activities you may pursue:

Press Release: \_\_\_\_\_ Promotional Flyers: \_\_\_\_\_ PSA (TV/radio) \_\_\_\_\_ Social Media: \_\_\_\_\_

Posters: \_\_\_\_\_ Invitations: \_\_\_\_\_ Web Site: \_\_\_\_\_ Mass Email: \_\_\_\_\_

Other (describe): \_\_\_\_\_

\_\_\_\_\_ I would like to use Good Shepherd Food Bank's logo.

\_\_\_\_\_ I would like this event publicized on Good Shepherd Food Bank's social media (Twitter/Facebook).

Please write your message as you would like for it to appear, and submit a picture/logo/flyer to accompany the message: \_\_\_\_\_

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Date you'd like for it appear: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

I have read and agree to all 3rd party rules.

# NEXT STEPS

Please submit the EVENT INFORMATION and PUBLICITY forms to: Julie Guerette, Event Manager, jguerette@gsfb.org or (fax) 207-782-9893.

Please allow 2-3 business days for review. Once your application has been reviewed, you will be contacted via email. Additional materials are found on our website [feedingmaine.org](http://feedingmaine.org).

# EVENT/PROMOTION INFORMATION

## CONTACT INFORMATION:

Event/Promotion Coordinator's Name: \_\_\_\_\_

Group/Organization Name: \_\_\_\_\_

Event/Promotion Coordinator's Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

## EVENT OVERVIEW:

Name of fundraiser: \_\_\_\_\_

Location of event/promotion: \_\_\_\_\_

Date(s) of event/promotion: \_\_\_\_\_

Type of event/promotion (grand opening, product launch, etc.): \_\_\_\_\_

Does this event/promotion have a political, religion or any social issue awareness intent? Yes \_\_\_\_\_ No \_\_\_\_\_

Event description/concept/objective: \_\_\_\_\_

Has this promotion been done before? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, when and with what results? \_\_\_\_\_

Projected audience (who will attend or support the promotion): \_\_\_\_\_

Projected attendance (or sales): \_\_\_\_\_

## FINANCIAL:

What percent of proceeds will go to Good Shepherd Food Bank: 100% \_\_\_\_\_ Other \_\_\_\_\_ %

Source of funds (ticket sales, percentage of sales, etc): \_\_\_\_\_

Projected donation: Minimum \$ \_\_\_\_\_ Maximum \$ \_\_\_\_\_ or \_\_\_\_\_ % to the Food Bank.

Will other organizations receive portions of the income? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please indicate the name \_\_\_\_\_ and \$ \_\_\_\_\_ or \_\_\_\_\_ % of income.