



## Third-Party Fundraising Event Guidelines

Three Square Food Bank is extremely grateful to the many people and organizations who wish to organize events to support our mission. However, only those third-party events which meet specific criteria and benefit Three Square will be considered for approval.

Each event will be reviewed on a case-by-case basis.

### Definitions

*Third-Party Fundraising Event* – A fundraising activity by a non-affiliated group or individual, where Three Square has no fiduciary responsibilities and little or no staff involvement.

*Event Organizer* – Person, group organization or business hosting a third-party fundraising event to benefit Three Square.

### Event Application and Approval

Please review these Third-Party Fundraising Guidelines. After reviewing these guidelines, please complete and submit the attached Fundraising Event Proposal Form for approval.

- Approval by Three Square must be obtained before you advertise or hold your event.
- Annual event should be registered with Three Square each year.
- Three Square reserves the right to refuse funds raised at unapproved event and activities.

### Marketing and Promotion

- Third-party events may not be represented as events sponsored by Three Square.

- Promotions for the event should reflect Three Square as a beneficiary and not conducting the event (i.e. “proceeds from the ABC Golf Tournament will benefit Three Square Food Bank”).
- All promotional materials related to an event benefiting Three Square must be reviewed and approved by Marketing and Development prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
- Any request for the use of the Three Square logo, name and images must undergo approval.
- All references to Three Square in publicity and promotional materials for the event should refer to “Three Square” or “Three Square Food Bank”.
  - Do not change the color or alter of the logo.
  - Do not refer to Three Square as “3 Square”.
  - Do not use Three Square images without giving photo credit to Three Square.

### **Event Expenses**

- If you must buy goods or services for the event and expenses will be incurred, please consider the following:
  - Expenses incurred for conducting the event are the responsibility of the event organizer.
  - Three Square will not be liable for any costs or expenses.
- Three Square will not reimburse event organizer for the purchase of goods for a third-party event. No purchased goods may be charged to Three Square for any reason.
- Suggestions to reduce event expenses:
  - Secure donated goods and services.
  - Negotiate reduced costs.

### **Event Income**

- The event organizers are responsible for maintaining accounting for the event.
- All donation checks must be payable directly to Three Square.
- Event organizer agrees to inform Three Square of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway.
- Within 30 days following the event, organizers should submit funds payable to Three Square.

## **Event Insurance and Liability**

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government, complying with all applicable laws, and obtain appropriate insurance coverage as necessary.
- Three Square cannot be held liable for details associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.

## **How can Three Square help with your event?**

- Three Square is extremely appreciative of the organizers who manage third-party events to benefit its programs; however, it is limited in the amount of assistance it can provide a third-party event.

Three Square can provide the following:

- Advice and suggestions on event planning, as time allows.
- Approval of the use of Three Square name, logo and images.
- Amplify your promotion of the event, when appropriate, to the Three Square community through regular advertising venues such as our website, social media and internal communications.

## **Three Square is unable to provide the following:**

- Assistance in soliciting donation, handling mailings, attending committee meetings, and recruiting attendees.
- Three Square's tax-exemption number for making any purchases related to your event.
- Guaranteed executives, Board Members, staff or volunteer attendance at the event.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.



## Third-Party Fundraising Event Proposal Form

### Event Information

Point of contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of business/organization: \_\_\_\_\_

Website: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Date of event: \_\_\_\_\_ Duration of event: \_\_\_\_\_

Will this event be annual: ☐ Yes ☐ No

Location of event: \_\_\_\_\_

Description of the event: \_\_\_\_\_

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How will the event be promoted? \_\_\_\_\_

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How is your business/organization benefitting from the event? \_\_\_\_\_

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What is the estimated goal of funds raised during the event? \_\_\_\_\_