



Guidelines Third-Party Promotions and Events

Santa Clara County
750 Curtner Avenue
San José, CA 95125-2118
408.266.8866 ph
408.266.9042 fax

San Mateo County
1051 Bing Street
San Carlos, CA 94070-5320

Thank you for your interest in supporting Second Harvest Food Bank of Santa Clara and San Mateo Counties (SHFB) through a promotion. Thanks to caring members of the community, we are able to feed families, seniors and individuals in need all year long.

We are frequently approached by donors – individuals, organizations and corporations – that wish to partner with SHFB to promote an event or product while also generating financial or food contributions.

We welcome these intentions with deep gratitude. However, to protect the donating parties and SHFB, we have drafted the requirements below and ask that you register your promotion by completing the attached application before proceeding.

How we can help with your approved promotional activity:

1. List your promotion on SHFB's website (events and promotions page).
2. Provide information and quotes for your press release.
3. Provide standard promotional materials.
4. Provide food collection barrels. Due to the staff time required to deliver and pick-up barrels, donors are asked to commit to filling each barrel with 100 pounds of food.
5. Provide thank-you letters for donors who make checks payable to "Second Harvest Food Bank," make cash donations (accompanied by a list with names and addresses) or donate online through our Virtual Food Drive.

Limitations:

1. SHFB does not share or sell its internal list of donors or supporters, nor do we solicit these contacts specifically for third-party promotions (including ticket sales etc.)
2. Due to the volume of events and promotions, we cannot guarantee that a SHFB representative will be available to attend events associated with your promotion.
3. Sponsoring organizations who donate food to SHFB will receive an in-kind contribution statement outlining the number of pounds collected/donated. Financial receipts with tax language and estimated values will not be provided for food donations.
4. Sponsoring organizations who collect financial contributions to purchase food for SHFB will receive an in-kind contribution statement outlining the number of pounds collected/donated. Financial receipts with tax language and estimated values will not be provided to individual donors.

Criteria for entering third party relationships:

1. The sponsoring organization is responsible for all sales, marketing and promotion.
2. With the exception of nationally approved promotions, programs that cross SHFB's geographic boundaries must have the approval of all food banks involved.
3. All publicity and/or promotional materials released to the mass media referencing SHFB's involvement require advance approval from SHFB.
4. We reserve the right to deny any application for a promotion that does not complement the mission of, or project a positive image of SHFB.
5. SHFB will not supply any funding to finance a third party promotion and will not be responsible for any debts incurred.
6. Any use of SHFB's name and logo is prohibited unless SHFB explicitly approves of such usage. All print and collateral materials must be approved by SHFB and comply with existing style guidelines regarding the use of SHFB's name and logo.
7. All checks from participants of third party promotions must be made out to Second Harvest Food Bank in order to qualify as charitable contributions.
8. The sponsoring organization must provide SHFB with a list of targeted corporate sponsors. SHFB reserves the right to exclude solicitation of specific sponsors.
9. SHFB reserves the right to decide whether the event will be placed on its website or included in other communications.
10. Hazardous events will not be considered.
11. The event/program must comply with applicable local, state and federal laws and regulations as well as SHFB's policies and the Association of Fundraising Professionals' Code of Ethical Principles: www.afpnet.org/content_documents/CodeofEthics.pdf
12. If only a portion of the proceeds will go directly to SHFB, the sponsoring organization must clearly disclose to purchasers, participants, etc., the approximate amount of dollars and/or percent of the proceeds that will go to SHFB.
13. Events involving alcohol and/or tobacco require approval of SHFB.

Event/Promotion Registration Process

Businesses, individuals and groups interested in partnering with Second Harvest Food Bank for promotions or special events are required to submit registration documents for approval. Please read through our third party promotion/event guidelines prior to submitting your application. Once your application has been approved, we will contact you and send you our style guide, and logo as needed.

Registration Deadlines: Completed registration forms are due on the first day of the month. Proposals submitted after the first of the month will be reviewed in the following month.

Notification: Decisions will be made and communicated by the tenth day of every month.

Submission Process: Please send your completed and signed application to events@shfb.org. Write in the subject line: "Promotion Application – Your Organization's Name"

Email is preferred, but you can fax or mail your application to the attention of "Events."
Fax number: (408) 266-9042. Mailing Address: 750 Curtner Avenue, San Jose, CA 95125.

Sponsorship Opportunities: For additional public relations and marketing opportunities, please consider one of our many sponsorship packages. For more information about sponsorship opportunities please contact Tami Cardenas, Director of Development: tcardenas@shfb.org or 408-694-0025.

Event/Promotion Proposal

Group/Organization Name: _____

Group/Organization Website: _____

Name of event/promotion: _____

Brief description of event/promotion:

Location of event/promotion: _____

Date(s) of event/promotion: _____ Hours of event: _____

Event/Promotion Coordinator's Name: _____

Event/Program Coordinator's Address: _____

City _____ State _____ Zip _____

Phone: Day _____ Eve _____

Fax #: _____ E-mail: _____

Has this event/promotion been done before? Yes _____ No _____

If yes, how much revenue was generated? \$ _____

Projected audience (who will attend or support the program): _____

List sponsors (secured or prospective):

Name _____

Address: _____

Name _____

Address: _____

Name of other supporting organizations: _____

What percent of proceeds will go to Second Harvest Food Bank? 100% _____ Other: _____

Are there any other beneficiaries of your promotion/event? Yes _____ No _____

If yes, please list: _____

I have read, understand, and agree to abide by the preceding guidelines for promotions/events to benefit Second Harvest Food Bank.

Signature of Authorized Representative

Date

Printed Name & Title

Marketing and Publicity

Please describe your publicity and marketing plan:

How do you plan to use the SHFB logo?

What format (jpeg, eps, etc.) would you like to receive the SHFB logo in for your promotion?

If your event/promotion is approved, are there any additional types of support you are hoping to receive from Second Harvest Food Bank? *Please note: according to our policy, if your event/promotion is approved, SHFB will post your event/promotion on our website (events page), add your promotion/event to our blog (including FaceBook and Twitter) and we will provide quotes for press releases.*

Budget Worksheet

Estimated proceeds to Second Harvest Food Bank: \$ _____

Expected date of proceeds to be received by the Second Harvest Food Bank: _____

Please provide a projected cash budget related to your promotion/event. You can use the form below or attach your budget.

Phone/postage: \$ _____

Supplies: \$ _____

Food: \$ _____

Entertainment: \$ _____

Graphic/printing: \$ _____

Other (list): \$ _____

Other (list): \$ _____

TOTAL expenses: \$ _____

Admission: # _____ x \$ _____ = _____

Pledges: \$ _____

Sponsorships: \$ _____

Underwriter: \$ _____

Other (list): \$ _____

Other (list): \$ _____

Other (list): \$ _____

TOTAL income: \$ _____