

# FOOD BANK OF THE ROCKIES' CORPORATE PARTNERSHIP GUIDELINES FOR CAUSE MARKETING (PROMOTIONS) & EVENTS

Thank you for your interest in supporting Food Bank of the Rockies by helping raise funds to feed those in need. Food Bank of the Rockies frequently receives requests from businesses interested in contributing a portion of the revenues to us. Because of the volume of these requests, we are unable to actively participate in every proposed partnership. Food Bank of the Rockies 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 proposed partnership. We welcome all requests and have drafted the following guidelines to protect both the business and Food Bank of the Rockies. In order for the partnership to be considered, the following procedures must be followed.

## **BACKGROUND:**

Corporate partnerships are implemented by outside organizations for the benefit of Food Bank of the Rockies, with **minimal or no assistance** from Food Bank of the Rockies staff or volunteers.

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

## **PLEASE NOTE:**

1. Per IRS guidelines, Food Bank of the Rockies cannot "endorse" the sponsor's brand/product or provide a "call to action" that causes financial benefit to the sponsor.
2. Food Bank of the Rockies participation is based on our "Giving Chart" and discussion by our Development and Marketing Departments. Food Bank of the Rockies welcomes all donation amounts. Due to limited resources Food Bank of the Rockies participation, including providing staff, is made on a case by case basis and is usually related to revenue and exposure levels.
3. Food Bank of the Rockies does not provide staff and/or volunteers to run promotions or external events.
4. Staff and/or volunteers presence/participation is never guaranteed and is determined on a case by case basis and is usually related to revenue and exposure levels.
5. Presence on Food Bank of the Rockies' website and/or media assistance is never guaranteed and is decided on a case by case basis and is usually in direct correlation with revenue & frequency of giving and media exposure.
6. Food Bank of the Rockies cannot guarantee social media posts (Facebook, Instagram or Twitter) during a campaign. Posts are determined on a case by case basis and is usually in direct correlation with revenue and social media exposure.
7. Any use of Food Bank of the Rockies' name and/or likeness is prohibited unless Food Bank of the Rockies authorizes the partner to use the mark. All print and collateral materials must be approved by Food Bank of the Rockies and comply with Food Bank of the Rockies' existing brand guidelines regarding the use of Food Bank of the Rockies name and/or likeness.
8. Food Bank of the Rockies does not share or sell donor information.

### **Criteria To Use When Entering into Corporate Partnerships:**

In order to insure the success and mutual satisfaction of such partnerships, the following criteria will apply to *all* partnerships conducted on behalf of Food Bank of the Rockies:

1. Food Bank of the Rockies assumes no responsibility for promoting the fundraising event or appeal.
2. Per IRS guidelines Food Bank of the Rockies will not advertise, promote, market any product or service provided by the partnering company, state comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use the products or services of the sponsor.
3. Any use of Food Bank of the Rockies' name and/or likeness is prohibited unless Food Bank of the Rockies authorizes the partner to use the mark. All print and collateral materials must be approved by Food Bank of the Rockies and comply with Food Bank of the Rockies' existing brand guidelines regarding the use of Food Bank of the Rockies name and/or likeness.
4. All publicity released to the media referencing Food Bank of the Rockies' involvement requires advance approval from Food Bank of the Rockies.
5. Fundraising appeal applicant must complete and submit an application for review at least 15 days prior to the promotion start date and 30 days prior to the event start date.
6. The business is responsible for all sales, marketing and promotion of the partnership.
7. Partnerships that contradict our mission or that are hazardous will not be considered.
8. The event/promotion must not contain commercialism that would reflect poorly on Food Bank of the Rockies.
9. Food Bank of the Rockies and its Partner Agencies must always be painted in a positive light by the sponsoring organization.
10. The fundraising event or appeal must not exploit children or families who use Food Bank of the Rockies' services, including but not limited to photographs of clients.
11. The fundraising events/promotions must have no conflict with government regulations or licensing. It is the organizer's responsibility to ensure the event or appeal is legal under federal, state and local laws.
12. Partnerships involving alcohol and/or tobacco require special consideration by FBR and are subject to additional policies set forth by FBR and the statutes set forth by the State of Colorado Liquor Enforcement Division.
13. Partnerships that cross Food Bank of the Rockies' geographic boundaries must have the approval of all the Feeding America food banks involved, with the exception of nationally approved promotions.
14. Food Bank of the Rockies will not supply any funding to finance and will not be responsible for any debts incurred.
15. If a separate bank account is being established by the business for the event, it must be opened in their name, not Food Bank of the Rockies; Food Bank of the Rockies' policies do not permit outside groups to establish a bank account in the name of Food Bank of the Rockies or their programs.

16. If only a portion of the proceeds will go directly to Food Bank of the Rockies, 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 Food Bank of the Rockies.
17. All checks from promotional participants must be made out to the sponsoring organization, unless otherwise approved by Food Bank of the Rockies.
18. The partner will tender the percentage of net proceeds from the event due Food Bank of the Rockies within forty-five (45) days of the end of the promotion.
19. Use of Food Bank of the Rockies' tax identification number requires Food Bank of the Rockies' prior approval.

**Partnerships should also meet the following additional criteria:**

1. A license and indemnification agreement should be signed by both parties and accompanied by a detailed project description, promotional objectives, and a minimum guarantee of monies to be provided to Food Bank of the Rockies. Please note, the license and indemnification agreement will include mutual hold harmless language and insurance requirements.
2. Food Bank of the Rockies does not carry a raffle license. If conducting a raffle, the sponsoring organization must adhere to all legal raffle guidelines as defined by the state of Colorado. A raffle is defined as a scheme for the 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, Food Bank of the Rockies must pre-approve the terms and conditions of all raffles.
3. The fundraising organization agrees to indemnify, refund and hold Food Bank of the Rockies 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 Food Bank of the Rockies which arise, result from or relate to the fundraising appeal, the organization's performance of its agreement as specified in these guidelines and the Fundraising Application Form.

**Next Steps**

Email application to Kristina Thomas: [kthomas@foodbankrockies.org](mailto:kthomas@foodbankrockies.org).

Please allow 5-7 business days for review.

Once your application has been reviewed you will be contacted via email with an outline of Food Bank of the Rockies' level of involvement.

**All** Partnership opportunities will have access to Food Bank of the Rockies logo (color and black & white).

1. Food Bank of the Rockies logoed banners may be checked out for a \$50 deposit, returned upon delivery of the banner.

Thank you again for your interest in Food Bank of the Rockies and best of luck on your fundraiser!

# FOOD BANK OF THE ROCKIES' CORPORATE PARTNERSHIP APPLICATION FOR CAUSE MARKETING (PROMOTIONS) & EVENTS

## Contact Information:

Coordinators Name: \_\_\_\_\_

Business/Group Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Cell \_\_\_\_\_ E-mail: \_\_\_\_\_

## Overview:

Name of event/promotion: \_\_\_\_\_

Location: \_\_\_\_\_

Date(s): \_\_\_\_\_

Overview: \_\_\_\_\_

Have you executed this event/promotion before? Yes \_\_\_\_\_ No \_\_\_\_\_

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

## Financials:

What percent of proceeds will go to Food Bank of the Rockies: 100% \_\_\_\_\_ Other: \_\_\_\_\_%

Projected donation: Minimum \$ \_\_\_\_\_ Maximum \$ \_\_\_\_\_ or \_\_\_\_\_% donated to Food Bank of the Rockies

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

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

## Publicity:

**Food Bank of the Rockies must review and approve all materials that include our name and/or logo.**

Please check the types of marketing activities you may pursue:

Social Media: \_\_\_\_\_ (Facebook, Instagram, Twitter) Web Site: \_\_\_\_\_ Press Release: \_\_\_\_\_ Flyers: \_\_\_\_\_

Posters: \_\_\_\_\_ PSA (TV/radio): \_\_\_\_\_ Mass Email: \_\_\_\_\_ Invitations: \_\_\_\_\_ Other (describe): \_\_\_\_\_

Would like to use the Food Bank of the Rockies' logo? Yes \_\_\_\_\_ No \_\_\_\_\_

*If yes, please indicate the color and size you are requesting:* \_\_\_\_\_ Full Color \_\_\_\_\_ Black and White

Food Bank of the Rockies cannot guarantee social media posts (Facebook, Instagram or Twitter) during a campaign. Posts are determined on a case by case basis and is usually in direct correlation with revenue and social media exposure.

***Food Bank of the Rockies can be tagged in your social media, our handle is @FoodBankRockies***

Please provide us with your social media handles and specific hashtags.

Facebook.com/\_\_\_\_\_

Instagram.com/\_\_\_\_\_

Twitter.com/\_\_\_\_\_

**Please note:** Per IRS guidelines Food Bank of the Rockies cannot “endorse” the sponsor’s brand/product or provide a “call to action” that causes financial benefit to the sponsor, advertise, promote, market any product or service provided by the sponsoring company, state comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use the products or services of the sponsor. For more information on UBIT laws visit [www.irs.gov/pub/irs-pdf/p598.pdf](http://www.irs.gov/pub/irs-pdf/p598.pdf).

**We ask that all proceeds be submitted by check, cashier’s check or money order to:**

Food Bank of the Rockies

Attn: Kristina Thomas

10700 E. 45<sup>th</sup> Ave.

Denver, CO 80239

***Thank you for your interest in working with Food Bank of the Rockies; we will contact you within 5-7 business days to let you know Food Bank of the Rockies level of involvement.***