



Third-Party Host Fundraising Event Agreement

Thank you for your interest in hosting an independent third-party fundraising event in support of the Food Bank of Western Massachusetts. We are truly grateful for your efforts to raise funds and generate awareness of our mission to lead the community to end hunger.

A third-party fundraiser is any fundraising initiative brought forward by an individual(s), community group, service club, or business to raise money through a planned activity that is developed, managed, and financially resourced by external participants. Some examples include silent auctions, concerts, tag sales, golf tournaments, or even birthday or other celebration parties. With the event, a portion of or the entire proceeds will go to the Food Bank.

We greatly appreciate the commitment, time, and resources required for the successful execution of your fundraising event. To ensure a clear and mutual understanding of expectations from planning through to completion, we have developed guidelines for your agreement and signature.

The Food Bank requests that you complete the Event Proposal (below) or use an alternate format that covers the same areas. Please allow an adequate amount of time for our review. Once approved, we will provide a Letter of Agreement—which may be shown to potential donors, sponsors, and volunteers—and our branding package, which will give you access to our logos and helpful language describing our cause to your audience.

Please review and sign the Guidelines Agreement, complete the proposal information, and submit by mail or email:

Cheyenne Burnham
Public Engagement Manager – Food Bank of Western Massachusetts
25 Carew Street
Chicopee, MA 01020
cheyenneb@foodbankwma.org
direct: 413-203-4986

FOOD BANK OF WESTERN MASSACHUSETTS – THIRD-PARTY EVENT GUIDELINES AGREEMENT

Proposal:

- Complete the Event Proposal (below) or use an alternate format that covers the same areas. If approved, we will provide a Letter of Agreement and a Branding Package.

Planning and Promotion:

- The third-party organizer(s) agree to underwrite all costs associated with their event. The Food Bank has no financial responsibility for your event and shall incur no costs.
- We are happy to answer any questions concerning the event planning process.
- We cannot solicit sponsors or auction items for your event and cannot provide any donor, volunteer, or media contacts. Contacting and managing media is the responsibility of the third-party organizer(s). We ask to be notified of any media requests or coverage that takes place and to be tagged in promotions and coverage.
- We ask that all marketing materials—printed and electronic—be reviewed by us prior to printing/publishing and distribution. Please obtain the Food Bank logo from us directly for use on your materials. We reserve the right to withhold the use of our name and logo from any event that does not align with our values or fundraising policy.
- Depending on the size of the event, we may promote your fundraising event or promotion on our website (please submit an image and blurb). On social media, please tag us in your event posts for us to share.
- We cannot guarantee that representatives from our organization will attend or participate in your event, but we will do our best to honor your request.
- The Food Bank’s logo may not be altered in any way. The name “Food Bank of Western Massachusetts” should not be used in a manner that might suggest that the Food Bank is sponsoring, presenting, or hosting the event (i.e. “Food Bank of Western Massachusetts Bake Sale”). Instead, our name may be used in a second line identifying the relationship (e.g. “Bake Sale, benefitting the Food Bank of Western Massachusetts”).
- We kindly ask that the Food Bank’s name be printed as “Food Bank of Western Massachusetts.”

Liability and Cancellation:

- The Food Bank assumes no liability for the planning or execution of your event, including promotion, set-up, staffing, volunteers, or the collection and management of funds.
- The third-party organizer(s) is responsible for obtaining all required insurance, licenses, and permits.
- The third-party organizer(s) is responsible for a cancellation plan and its execution if required.

Finance and Recognition:

- Where 100% of net proceeds (event gross minus expenses) are not donated to the Food Bank or the Food Bank and another non-profit recipient, the amount or percentage being donated should be made clear in marketing and communications.
- The third-party organizer(s) agrees to handle all monetary transactions for the event and to present the proceeds to the Food Bank within 30 days of completion or as agreed to in writing. Preferred payment method is a check payable to “Food Bank of Western Massachusetts” (noting the event in the memo), and other forms of transfer can be discussed.
- When donating a portion of the net proceeds from your event rather than the full amount, the amount should be stated on the proposal form as a percentage of proceeds or a specific dollar amount.

Signature for Agreement

Name (please print)

Date

THE FOOD BANK OF WESTERN MASSACHUSETTS – THIRD-PARTY PROPOSAL INFORMATION

Organizer Category:

Individual Business School Club Church Non-Profit

Other: _____

Organizer Details:

Organization Name (if any): _____

Address: _____ City: _____ ZIP: _____

Website: _____ Social Media Handles: _____

Principal Organizer (1)

Name: _____ Email: _____ Phone: _____

Principal Organizer (2)

Name: _____ Email: _____ Phone: _____

Event Details:

Name of Event: _____

Event Date/Time: _____ Location: _____

Event Description:

Event Outline:

How will funds be raised?

Will donated food also be collected at the event? _____

Is the event limited to a particular group? If yes, please describe:

One-time or reoccurring event? _____

What is your fundraising goal? _____ What percentage or amount will be donated to the Food Bank? _____

Please list other beneficiaries, if applicable: _____

Food Bank Involvement:

If possible, would you request a Food Bank representative to attend your event? If so, please describe your expectation (ex: speak, table, as a guest) _____

*Please note that the Food Bank cannot guarantee representation, but we will make every effort and let you know.

Additional comments: _____