



Albion Fellows Bacon Center

## THIRD PARTY EVENT GUIDELINES

By taking on a third party project, one assumes the responsibility of creating a successful event without a significant level of assistance from Albion Fellows Bacon Center. We currently have two major events, “An Evening to Celebrate, Advocate, and Give Hope” annual gala and Fall Festival booth, and two fundraising appeals (Annual Fund Drive and Golf Tournament ) each year that, to complete successfully, require total dedication of all staff/Board and resources. The nature of third party events limits us because we cannot schedule them, budget for them, or predict a reliable source of revenue from them. Therefore, we generally have to reserve the resources we have for our own events and fundraising efforts.

Special events and fundraising efforts conducted to benefit Albion Fellows Bacon Center should be run by organizations or individuals that are financially responsible, of well-established reputation, and motivated by a genuine desire to help Albion Fellows Bacon Center. If an outside business or person wishes to sponsor a special event or promotional campaign to benefit Albion Fellows Bacon Center the following guidelines must be followed:

- No action will be taken on any event/campaign until approval is received from the Executive Director and/or Board of Directors of Albion Fellows Bacon Center.
- A *Third party Event Information Form* must be submitted to determine if the event/campaign is within Albion Fellows Bacon Center’s guidelines, and feasible within its existing calendar of activities.
- Albion Fellows Bacon Center will not associate with businesses or individuals known to conduct themselves in a manner incompatible with our mission. Should this issue arise, it will be resolved by the Executive Director and/or Board of Directors.
- Albion Fellows Bacon Center will not incur third party expenses, or provide any funds for third party events/campaigns.
- Organizers must identify any businesses or individuals to be contacted for solicitation, so that Albion Fellows Bacon Center can avoid duplicated efforts. *One must have permission from Albion Fellows Bacon Center prior to soliciting any businesses or individuals in Albion Fellows Bacon Center’s name.*
- A donation solicited on our behalf, whether a donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to this agency. This information must be made explicitly clear in promotion of the event’/campaign.

- Fundraisers shall state the terms of the donation Albion Fellows Bacon Center can expect from the event/campaign (for example: 50% of profits, one time donation of \$1,000, or all proceeds). This information must be made specific in event/campaign promotions. Organizers must also state the date by which Albion Fellows Bacon Center will receive the donation.
- Any promotion of the event/campaign, mentioning or including Albion Fellows Bacon Center's name or logo, must be approved by Albion Fellows Bacon Center staff *prior* to printing or release.
- Terms for use of Albion Fellows Bacon Center staff, volunteers, mailing lists or general publicity among our supporters, must be agreed upon by Albion Fellows Bacon Center before approval of the event/campaign.
- Organizers who wish to request the presence of Albion Fellows Bacon Center volunteers or staff representatives should make their request at least one month prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend. Albion Fellows Bacon Center cannot guarantee the presence of volunteers or staff for any third party fundraising event.
- In general, we ask that no more than 20% of gross revenue generated be used to cover expenses.
- When a portion of the charge (or "suggested donation") to the participant in a third party event/campaign is not tax-deductible, a statement to that effect must be included in all appropriate materials.
- Any intention to include media sponsorship must be discussed with Albion Fellows Bacon Center. Albion Fellows Bacon Center staff is unable to offer resources to help secure media relationships.
- Albion Fellows Bacon Center will not solicit participation from our clients and donors in any third party event beyond listing the event on our website and including event information in our volunteer newsletter.

**Each request will be considered individually. Generally, the following events or campaigns will not be approved:**

- Events/campaigns falling in close proximity to an Albion Fellows Bacon Center event.
- Events/campaigns that rely heavily on the use of Albion Fellows Bacon Center staff and/or volunteers.
- Events/campaigns which require Albion Fellows Bacon Center to sell tickets, coupons, etc.
- Events/campaigns that require significant attendance from Albion Fellows Bacon Center staff and/or volunteers, or response from our mailing list, to generate the majority of revenue.

- Benefits involving the sale of tickets or merchandise on the “remit or return” plan, or one that employs salespeople on a commission basis.
- Ongoing campaigns which promise the public that a percentage of profits will go to Albion Fellows Bacon Center, unless documented and verifiable.

# THIRD PARTY INFORMATION FORM

## Albion Fellows Bacon Center, Inc.

Sponsoring Organization: \_\_\_\_\_

Corporation: \_\_\_\_\_ Non-Profit: \_\_\_\_\_ Other: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

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Name of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Date: \_\_\_\_\_

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

Event Description: Please include any ticket prices or entrance fee information if applicable. \_\_\_\_\_

What is your estimated total revenue for this event/effort? \_\_\_\_\_

What percentage of revenue will be used for expenses? \_\_\_\_\_

What percentage of proceeds (after expenses) will Albion Fellows Bacon Center receive? \_\_\_\_\_

Please name any other charitable organizations that will benefit from this event: \_\_\_\_\_

Will businesses be contacted for donations or assist in the event in any way? **Y** **N**

If yes, please list these prospects for Albion Fellows Bacon Center to review to avoid duplicated efforts with businesses we might have already approached:





prevent domestic and sexual violence and to empower victims through advocacy, education, support services and collaborative partnerships.