



## ***Event Sponsor Policy***

Thank you for your interest in sponsoring an event that benefits High Plains Food Bank. To insure the success and mutual satisfaction of such events, the Food Bank has established the following policies.

### Approval Process

Because our sponsors are entitled to potential use of our name and logo to promote the event, we would like to know something about your organization and event plans. Please complete the Application form attached and return it to the Food Bank. Also, if your event will involve the general public in any way, please type the attached Indemnification Agreement (also on our web site) on your letterhead, have an officer of your organization sign it and return it for our records. Based upon the information provided, Food Bank management will evaluate the proposal and get back to you as soon as possible to discuss the proposed event. Thank you for your patience and assistance.

### General Event Criteria

1. Organizations must be categorized as one of the following: government agency, religious group, business, media outlet, service organization or school. Others will be considered on a case-by-case basis.
2. All projects must be non-political in nature.
3. Events benefiting High Plains Food Bank must have prior approval in writing by the Communications Director. The Communications Director may refer any proposal to the Executive Director and/or Board of Directors for further consideration and approval.

### Publicity and Media

1. In most cases, the sponsor of the event will handle all event publicity. Due to the high quantity of daily event planning, the High Plains Food Bank does not handle event publicity as a general rule. Requests for Food Bank assistance will be handled on a case-by-case basis. The Food Bank will help you if you need assistance in determining how to contact the media.
2. Use of name and logo: any use of the High Plains Food Bank name and/or logo on printed collateral materials, television or radio must have written approval in advance. You may not list The Food Bank as a co-sponsor without prior written permission. Any promotional materials displaying our name or logo must be approved by the High Plains Food Bank Special Events Department prior to distribution.

Again, thank you for thinking of the High Plains Food Bank during your event planning. If we can be of any further assistance, please do not hesitate to contact us. If you have any additional questions, please contact Zack Wilson, Director of Communications at 374-8562 or [zack@hpfb.org](mailto:zack@hpfb.org).



**A. SPONSOR INFORMATION**

1. Name of sponsoring Individual, Business, School, Group or Organization: \_\_\_\_\_
2. Contact person for this Fundraiser: \_\_\_\_\_
3. Mailing Address: \_\_\_\_\_
4. Daytime Phone: \_\_\_\_\_ Evening Phone \_\_\_\_\_
5. Fax: \_\_\_\_\_
6. E-mail: \_\_\_\_\_

**B. PROMOTION INFORMATION**

1. Name of promotion (if applicable): \_\_\_\_\_
2. Description of promotion: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Location(s): \_\_\_\_\_
4. Date(s) and time(s): \_\_\_\_\_
5. Date promotion will end: \_\_\_\_\_  
*(Donations should be given/dispursed to High Plains Food Bank within 14 days of this date).*
6. Please list the major source of funds (i.e., ticket sales, auction, percentage of sales, etc.) Note: Any proposed raffle needs to be discussed in detail with High Plains Food Bank: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. If you plan to pay an individual or organization to help plan, manage or conduct the promotion or to solicit contributions, please indicate name(s) of that organization: \_\_\_\_\_  
\_\_\_\_\_
8. If you advertise or publicize this promotion, who will be handling these tasks? \_\_\_\_\_  
\_\_\_\_\_
9. Who is your target audience? \_\_\_\_\_
10. Please attach appropriate approvals by local authorities and/or evidence of insurance (if applicable).

**C. USE OF FUNDS**

1. Anticipated date of your donation: \_\_\_\_\_

2. Estimated net proceeds to be contributed to High Plains Food Bank: \$ \_\_\_\_\_

**D. ADVERTISING/PROMOTION**

1. Will there be use of High Plains Food Bank name and/or logo throughout the promotion?  
(circle) Yes No

2. In what promotional materials (newspaper ad, radio ad, in-store signs, etc.) will you use High Plains Food Bank's name? \_\_\_\_\_  
\_\_\_\_\_

3. How and where will the name appear in such materials? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Please describe any other details you wish to list about the event. Also, will there be a check presentation after the event is completed?  
Please describe: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Will any other businesses or organizations be contacted for donations (product or money), or assistance of any kind? If so, please list below:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. If you are an owner or employee of a business, and plan to donate a percentage of sales or dollar amount of sales to High Plains Food Bank please provide the percentage or dollar amount of sales to be donated to High Plains Food Bank:  
\_\_\_\_\_

7. Will this percentage be taken out of gross (total) sales or out of net sales (after all expenses are paid)? (circle) gross \_\_\_\_\_ net \_\_\_\_\_

8. Any additional comments? \_\_\_\_\_  
\_\_\_\_\_

**F. SIGNATURE**

Until written permission has been granted by the Communications Department, contributions may not be solicited in the name of High Plains Food Bank and the name "High Plains Food Bank" may not be used for any purpose.

Information provided on this form is correct and accurately describes the event/promotion.

\_\_\_\_\_  
Sponsoring Organization Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
HPFB Communications Director Signature

\_\_\_\_\_  
Date



**This form is due no later than two weeks prior to the proposed promotion. Completion of this form does not assure approval. You will be contacted if further information is needed. Written response from High Plains Food Bank will be sent by mail and/or by telephone or e-mail.**

**Please return this form to Zack Wilson at the High Plains Food Bank:**

- **By fax: (806) 371-7459**
- **By mail: High Plains Food Bank, P.O. Box 31803, Amarillo, TX 79120**
- **By e-mail: send to [zack@hpfb.org](mailto:zack@hpfb.org)**
- **Hand deliver to the High Plains Food Bank: 815 Ross St, Amarillo, TX 79102**
  - **Food Bank hours: Monday-Friday, 8 a.m. to 4:30 p.m.**

**If you have any questions regarding this form or your fundraising event/promotion, please contact Zack Wilson at the High Plains Food Bank: 374-8562.**