

Thank you for your interest in supporting the Food Bank of Contra Costa and Solano (Food Bank) through an event/promotion. Due to caring members of the community, we are able to feed families, seniors and individuals in need all year long.

The Food Bank is frequently approached by prospective donors – individuals, organizations, and corporations – that wish to partner with the Food Bank to promote an event to generate financial and/or food contributions. We welcome these intentions with deep gratitude. However, to protect both the donating parties and the Food Bank, the following guidelines must be followed. We ask that our prospective donors read and understand these guidelines, prior to registering your promotion, by completing the attached application.

Businesses, individuals and groups interested in partnering with the Food Bank for promotions or special events are required to submit registration documents for approval. Please read through the following third party events/promotions guidelines prior to submitting the attached application. Once your application has been approved, we will contact you.

Registration Deadlines: Once we receive the registration form, please allow 7 - 10 days for review. If your event will occur in less than 60 days, please mark registration form as “URGENT” so it can be considered an exception. Exceptions will be reviewed on a case by case basis.

Submission process: Please send your completed and signed application (electronic signature is acceptable) to [rbaptiste@foodbankccs.org](mailto:rbaptiste@foodbankccs.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 “Special Events”.

**Fax number: (925) 671-7933**

**Mailing Address: 4010 Nelson Avenue, Concord, CA 94520**

Sponsorship Opportunities: Please consider one of our many sponsorship packages, which include public relations and marketing opportunities. For more information contact Renee’ Baptiste ([rbaptiste@foodbankccs.org](mailto:rbaptiste@foodbankccs.org)).

**Criteria for entering third party promotions/events:**

1. The applicant’s coordinator or event committee is responsible for all development/planning, sales, marketing and promotion.
2. With the exception of nationally approved promotions, programs that cross the Food Bank’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 the Food Bank’s involvement require the advance approval of the Food Bank.

4. The Food Bank reserves the right to deny any application for an event/promotion that does not complement the mission of, or project a positive image of the Food Bank.
5. The Food Bank will not supply any funding to finance a third party promotion and will not be responsible for any debts incurred.
6. Any use of the Food Bank's name and logo is prohibited unless the Food Bank explicitly approves of such usage. All print and collateral materials must be approved by the Food Bank and comply with existing style guidelines regarding the use of Food Bank's name and logo.
7. All checks from participants of third party events/promotions must be made out to **Food Bank of Contra Costa and Solano** in order to qualify as charitable contributions.
8. The sponsoring organization must provide the Food Bank with a list of targeted corporate sponsors. The Food Bank reserves the right to exclude solicitation of specific sponsors.
9. The Food Bank reserves the right to decide whether the event will be placed on the Food Bank website or included in other Food Bank communications.
10. Hazardous events will not be considered.
11. The event/promotion must comply with all applicable local, state, and federal laws and regulations, as well as the Food Bank's policies and the Association of Fundraising Professionals' Code of Ethical Principles: [www.afpnet.org/content\\_documents/CodeofEthics.pdf](http://www.afpnet.org/content_documents/CodeofEthics.pdf)
12. If only a portion of the proceeds will go directly to the Food Bank, the sponsoring organization must clearly disclose to sponsors, vendors, etc., the approximate amount of dollars and/or percentage of the proceeds that will go to the Food Bank.
13. Events involving alcohol and/or tobacco require prior approval of the Food Bank.

**How the Food Bank can help with your approved promotional activities:**

1. List your event/promotion on the Food Bank's website (events page).
2. Provide information and quotes for your press release.
3. Provide standard promotional materials, including flyers and thank you letter inserts.
4. Provide food collection barrels. Due to staff time required to deliver and pick-up barrels, donors are asked to commit to filling each barrel with at least 100 pounds of food.
5. Provide thank you letters for donors who make either credit card or cash/check donations (both must be accompanied by the donors' names and addresses) or donate online through the Food Bank's website or Virtual Food Drive. All checks should be made payable to "**Food Bank of Contra Costa and Solano**".

**Food Bank Limitations:**

1. The Food Bank 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, the Food Bank cannot guarantee that a Food Bank representative will be available to attend events associated with your event/promotion, but we will do our best to have a representative present.
3. Sponsoring organizations who donate food to the Food Bank will receive an in-kind contribution statement with the number of pounds collected/donated. Financial receipts with tax language and estimated values will not be provided for food donations.
4. Sponsoring organizations that collect financial contributions to purchase food for the Food Bank will receive an in-kind contribution statement with the number of pounds collected/donated. Financial receipts with tax language and estimated values will not be provided to individual donors.

**Event/Promotion Proposal Application**

Group/Organization Name: \_\_\_\_\_

Group/Organization Website: \_\_\_\_\_

Name of Event/Promotion: \_\_\_\_\_

Event/Promotion Description

Location of Event/Promotion: \_\_\_\_\_

Proposed Date(s) of Event/Promotion: \_\_\_\_\_

Proposed Hours of Event/Promotion: \_\_\_\_\_

Event/Promotion Coordinator's Name: \_\_\_\_\_

Event/Promotion Coordinator's Address: \_\_\_\_\_

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

Phone (DAY): \_\_\_\_\_ (EVE): \_\_\_\_\_ FAX: \_\_\_\_\_

Email \_\_\_\_\_

Brief Description of the Event/Promotion (Comments): \_\_\_\_\_

\_\_\_\_\_

Intended Audience (Who will attend or support the program): \_\_\_\_\_

\_\_\_\_\_

Has this event/promotion been done previously? Yes  No

If yes, when? \_\_\_\_\_ Amount of revenue was generated? \_\_\_\_\_

What percentage of the proceeds will go to the Food Bank? 100%  Other: \_\_\_\_\_

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

If yes, please list: \_\_\_\_\_

Where will the proceeds be generated from? \_\_\_\_\_

List of sponsors (secured or prospective):

*(If necessary, list any additional supporting organizations on a separate sheet)*

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

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

City: \_\_\_\_\_ City: \_\_\_\_\_

State/Zip: \_\_\_\_\_ State/Zip: \_\_\_\_\_

The Food Bank of Contra Costa and Solano  
Guidelines/Application for Third Party Promotions and Events



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

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

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

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

City: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Please describe your publicity and marketing plan: \_\_\_\_\_

\_\_\_\_\_

How do you plan to use the Food Bank of Contra Costa and Solano logo? \_\_\_\_\_

\_\_\_\_\_

What format would you like to receive the Food Bank of Contra Costa and Solano logo, for use in your promotion/marketing efforts? JPEG  EPS  Other (describe): \_\_\_\_\_

If your event/promotion is approved, are there any additional types of support you are hoping to receive from the Food Bank? \_\_\_\_\_

**Please note: (according to our policy and upon approval) the Food Bank will post your event/promotion on our website (events page), add your promotion to our blog (including Facebook and Twitter) and we will provide quotes for use in your press releases.**

Estimated proceeds to Food Bank: \$ \_\_\_\_\_

Expected date proceeds to be received by the Food Bank: \_\_\_\_\_

**I have read, understand, and agree to abide by the preceding guidelines for third party promotions/events to benefit the Food Bank of Contra Cost and Solano.**

\_\_\_\_\_  
**Signature of Authorized Representative**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**

**Office Use Only:**

Date Received: \_\_\_\_\_

Date Reviewed: \_\_\_\_\_

Approved  Denied

Date: \_\_\_\_\_

Response Sent (Date): \_\_\_\_\_

Development Signature: \_\_\_\_\_