

## Cause Marketing Proposal and Agreement

Thank you for thinking of Feeding Westchester as the beneficiary of your fundraising efforts. Please read our **Cause Marketing Guidelines** before completing this form.

**Submit completed form for approval at least 30 days prior to the proposed event date** by mail, fax or e-mail to:

Nicoal Crawford, Manager of Special Events  
Feeding Westchester  
200 Clearbrook Road  
Elmsford, NY 10523

Submission of this form does not constitute approval. We will contact you to discuss your proposal within seven (7) business days of receipt.

### Organizer Information

Contact Name: \_\_\_\_\_  
Company/Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### About the Promotion

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

Date(s) of Event: \_\_\_\_\_

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

Promotion Description: \_\_\_\_\_

What is the total amount of revenue you estimate will be generated from this event?

How will funds be raised? (check all applicable)

- Cash Donations       Event Sponsorships       Live/Silent Auction  
 Merchandise Sales       Raffle       Ticket Sales  
 Other (please explain) \_\_\_\_\_

What percentage of proceeds will Feeding Westchester receive? \_\_\_\_\_



Please name any other charitable organizations that will benefit from this effort:

\_\_\_\_\_

Do you plan to use Feeding Westchester’s name/logo in promoting this effort?  Yes  No

If yes, please describe the materials you plan to create (please attach copies if available):

\_\_\_\_\_

Will the event be promoted to the general public:  Yes  No

What type of promotion do you plan to use?

Print  TV  Radio  Internet  PR (agency or in-house)

Brochures/Flyers  Signs/Banners  Direct Mail  Paid Advertising

Other (Please explain) \_\_\_\_\_

**Agreement**

- No action will be taken on any event/fundraiser until approval is received from Feeding Westchester
- All media and public communication mentioning Feeding Westchester, our mission, work and logo must be approved by Feeding Westchester before release, distribution or publication
- Events must comply with all federal, state and local laws including but not limited to those pertaining to charitable fundraising, gift reporting and special events.
- It is the responsibility of the person/person organizing the event to obtain all necessary licenses, permits, and insurance certificates that may be required.
- Tax receipts will be issued only for donations made directly to Feeding Westchester for which no goods or services have been exchanged
- The organizer must provide Feeding Westchester with proceeds and a summary of results relevant to the event program within 60 days of the events end.

*I acknowledge Feeding Westchester is a beneficiary of this promotion and not a sponsor. I understand that Feeding Westchester will not be held liable for any legal or financial liability associated with this event. I recognized that, as the organizer of this event, I am responsible for adhering to Feeding Westchester’s requirements as outlined above and in FW’s Cause-Marketing Guidelines and agree to modify, cease or cancel my event/promotion if FW is notified or becomes aware of practices incongruent with its guidelines or mission*

**AUTHORIZED SIGNATURES:**

\_\_\_\_\_

Feeding Westchester Representative

\_\_\_\_\_

Date

\_\_\_\_\_

Feeding Westchester Representative Title

\_\_\_\_\_

Organizer

\_\_\_\_\_

Date

**SUBMIT**