

FOOD BANK OF THE ROCKIES' CORPORATE PARTNERSHIP (PROMOTION) GUIDELINES

Thank you for your interest in supporting Food Bank of the Rockies (FBR) by helping raise funds to feed those in need. FBR frequently receives requests from businesses interested in contributing a portion of the revenues less out of pocket expenses ("percentage of net proceeds") to us. Because of the volume of these requests, we are unable to participate in every proposed partnership. FBR utilizes this fundraising strategy to ethically and effectively generate resources for our agencies and the people they serve. We retain the right to refuse any proposed partnership. We welcome all requests and have drafted the following guidelines to protect both the business and FBR. In order for the partnership to be considered, the following procedures must be followed.

BACKGROUND:

Corporate partnerships are implemented by outside organizations for the benefit of FBR, with **minimal or no assistance** from FBR staff or volunteers.

The sponsoring organization must be respected in the community and one whose reputation will enhance FBR's public image. Care should be taken to ensure the partner organization is not using FBR's name to offset bad publicity or to improve an otherwise unfavorable public image.

PLEASE NOTE:

1. Per IRS guidelines, FBR cannot "endorse" the sponsor's brand/product or provide a "call to action" that causes financial benefit to the sponsor.
2. FBR's participation is based on our "Giving Criteria Chart" and discussion by our Development and Marketing Departments. FBR welcomes all donation amounts. Due to limited resources FBR's participation, including providing staff, is made on a case by case basis.
3. FBR does not provide staff and/or volunteers to run promotions.
4. Staff and/or volunteers presence/participation is never guaranteed and is determined on a case by case basis and is usually related to revenue and exposure levels.
5. Presence on FBR's website and/or media assistance is never guaranteed and is decided on a case by case basis and is usually related to revenue levels.
6. All social media requests must be reciprocated, FBR should be "tagged" in Facebook and/or Twitter posts.
7. FBR cannot guarantee Facebook posts during a campaign. Posts are determined on a case by case basis.
8. FBR does not share or sell its internal list of donors or supporters.
9. FBR logoed banners may be checked out for a \$50 deposit, returned upon delivery of the banner.

Criteria To Use When Entering into Corporate Partnerships:

In order to insure the success and mutual satisfaction of such partnerships, the following criteria will apply to *all* partnerships/promotions conducted on behalf of FBR:

1. Food Bank of the Rockies assumes no responsibility for promoting the fundraising event or appeal.
2. Per IRS guidelines FBR will not advertise, promote, market any product or service provided by the partnering company, state comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use the products or services of the sponsor.
3. Any use of FBR's name and/or likeness is prohibited unless FBR authorizes the partner to use the mark. All print and collateral materials must be approved by FBR and comply with existing guidelines regarding the use of FBR name and/or likeness.
4. All publicity released to the media referencing FBR's involvement requires advance approval from FBR.
5. Fundraising appeal applicant must complete and submit an application for review at least 15 days prior to the fundraising promotion start date.
6. FBR will not supply any funding to finance a third party event/program and will not be responsible for any debts incurred.
7. The business is responsible for all sales, marketing and promotion of the partnership.
8. Promotions that contradict our mission or that are hazardous will not be considered.
9. The fundraising promotion must have no conflict with government regulations or licensing. It is the organizer's responsibility to ensure the event or appeal is legal under federal, state and local laws.
10. Promotions that cross FBR's geographic boundaries must have the approval of all the Feeding America food banks involved, with the exception of nationally approved promotions.
11. The promotion must not contain commercialism that would reflect poorly on FBR.
12. FBR and its Partner Agencies must always be painted in a positive light by the sponsoring organization.
13. The fundraising event or appeal must not exploit children or families who use FBRs' services, including but not limited to photographs of children.
14. If a separate bank account is being established by the business for the event, it must be opened in their name, not FBR; FBR's policies do not permit outside groups to establish a bank account in the name of FBR.
15. All checks from promotional participants must be made out to the sponsoring organization, unless otherwise approved by FBR.
16. Use of FBR's tax identification number requires FBR's prior approval.
17. If only a portion of the proceeds will go directly to FBR, the sponsoring organization must clearly disclose to purchasers, participants, etc., the approximate amount of dollars and/or percent of the proceeds that will go to FBR.

18. The partner will tender the percentage of net proceeds from the event due FBR within forty-five (45) days of the end of the promotion.

Corporate Partnerships should also meet the following additional criteria:

1. A license and indemnification agreement should be signed by both parties and accompanied by a detailed project description, promotional objectives, and a minimum guarantee of monies to be provided to FBR. Please note, the license and indemnification agreement will include mutual hold harmless language and insurance requirements.
2. FBR does not carry a raffle license. If conducting a raffle, the sponsoring organization must adhere to all legal raffle guidelines. A raffle is defined as a scheme for the distribution of prizes by chance among persons who have paid money for paper tickets that provide the opportunity to win these prizes. In light of the state and federal laws and regulations governing these events, FBR must pre-approve the terms and conditions of all raffles.
3. The fundraising organization agrees to indemnify, refund and hold Food Bank of the Rockies harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities damages, recoveries and deficiencies, including interests, penalties and reasonable attorney's fees that shall be incurred or suffered by FBR which arise, result from or relate to the fundraising appeal, the organization's performance of its agreement as specified in these guidelines and the Fundraising Application Form.

Next Steps

Email or fax the Promotional Application to Kristina Thomas: kthomas@foodbankrockies.org or 303-375-5877.

Please allow 5-7 business days for review.

Once your application has been reviewed you will be contacted via email with an outline of FBR's level of involvement.

All Corporate Partnership opportunities will have access to the following materials:

- FBR logo (color and black & white)
- Downloadable poster
- Fact sheets
- Ideas for social media updates
- Newsletter copy
- Banner deposit form

Thank you again for your interest in Food Bank of the Rockies and best of luck on your fundraiser!

FOOD BANK OF THE ROCKIES' CORPORATE PARTNERSHIP (PROMOTION) APPLICATION

Contact Information:

Promotion Coordinators Name: _____

Business/Group Name: _____

Business Address: _____

City _____ State _____ Zip _____

Phone: _____ Cell _____ E-mail: _____

Event Overview:

Name of promotion: _____

Location of promotion: _____

Date(s) of promotion: _____

Promotion description/overview: _____

Has this promotion been done before? yes _____ no _____

If yes, when and with what result? _____

Financials:

What percent of proceeds will go to FBR: 100% _____ Other: _____%

Projected donation: Minimum \$ _____ Maximum \$ _____ or _____% donated to FBR

Will other organizations receive portions of the income? Yes _____ No _____

If yes, please indicate the name _____ and \$ _____ or _____% of income

Publicity:

FBR must review and approve all materials that include our name and/or logo.

Please check the types of promotional activities you may pursue:

Press Release: _____ Promotional Flyers: _____ PSA (TV/radio): _____ Social Media: _____

Posters: _____ Invitations: _____ Web Site: _____ Mass Email: _____ Other (describe): _____

Would like to use the FBR logo? Yes _____ No _____

If yes, please indicate the color and size you are requesting: _____ Full Color _____ Black and White

Would you like this publicized in FBR's social media outlets (Twitter, Facebook, etc.): Yes ___ No ___

FBR must receive reciprocal mentions in the corporate partner's social media efforts, through "tagging" or via mention. Because of the volume of requests, FBR cannot guarantee Facebook posts for any promotional campaign. Posts are determined on a case by case basis.

FBR's social media handles:

www.facebook.com/foodbankrockies

Twitter: @FoodBankRockies

(Tagging on Facebook can be done by going onto our Facebook page and clicking "Like." To include FBR in the post enter @Food Bank of the Rockies and our name should appear and can then be selected.

Mentioning on Twitter can be done by entering @FoodBankRockies in the post.)

Please provide us with your social media handles.

Facebook.com/_____

Twitter.com/_____

Please note: Per IRS guidelines FBR cannot "endorse" the sponsor's brand/product or provide a "call to action" that causes financial benefit to the sponsor, advertise, promote, market any product or service provided by the sponsoring company, state comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use the products or services of the sponsor. For more information on UBIT laws visit www.irs.gov/pub/irs-pdf/p598.pdf.

We ask that all proceeds be submitted by check, cashier's check or money order to:

Food Bank of the Rockies

Attn: Kristina Thomas

10700 E. 45th Ave.

Denver, CO 80239

Thank you for your interest in working with FBR; we will contact you within 5-7 business days to let you know FBR's level of involvement.

For Internal Use Only:

Application Date _____ Licensing Agreement Date _____ Social Media Sign Off Date _____