

# Cause Marketing Proposal and Agreement



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:

Debby Scheinholtz, Director of Corporate Relations  
Community FoodBank of New Jersey  
31 Evans Terminal  
Hillside, NJ 07205  
E-Mail: [dscheinholtz@cfbnj.org](mailto:dscheinholtz@cfbnj.org) Fax: 908-355-0479 Phone: 908-242-3951

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

Thank you for thinking of the Community FoodBank of New Jersey as the beneficiary of your fundraising efforts.

## Organizer Information

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

Company/Organization: \_\_\_\_\_

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

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

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

## 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)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Cash Donations               | <input type="checkbox"/> Event Sponsorships | <input type="checkbox"/> Live/Silent Auction |
| <input type="checkbox"/> Merchandise Sales            | <input type="checkbox"/> Raffle             | <input type="checkbox"/> Ticket Sales        |
| <input type="checkbox"/> Other (please explain) _____ |   |  |

What percentage of proceeds will the Community FoodBank receive?

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

Do you plan to use the Community FoodBank of New Jersey's name /logo in promoting this effort?

Yes  No

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

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

What type of promotion do you plan to use?

Print

Internet

Brochures/Flyers

Other (please explain)

TV

PR (agency or in-house)

Signs/Banners

Radio

Paid Advertising

Direct Mail

## Agreement

- No action will be taken on any event/fundraiser until approval is received from the Community FoodBank of New Jersey (CFBNJ).
- All media and public communication mentioning the Community FoodBank of New Jersey, our mission, work and logo must be approved by CFBNJ 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/persons 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 CFBNJ for which no goods or services have been exchanged.
- The organizer must provide CFBNJ with proceeds and a summary of results relevant to the event program within 60 days of the events end.

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

Signature(s): \_\_\_\_\_ Date: \_\_\_\_\_