

# Event and Food Drive Proposal

## CONTACT INFORMATION

OrganizationName: \_\_\_\_\_

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

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

City, State, ZIP code: \_\_\_\_\_

Contact's Primary Phone: \_\_\_\_\_

Contact's Secondary Phone: \_\_\_\_\_

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

## EVENT TYPE

**Food Drive** (food donations only)

**Event** (monetary donations only)

Please specify event type (concert, party, etc.): \_\_\_\_\_

**Both** (event will have both food and monetary donations)

Please specify event type (concert, party, etc.): \_\_\_\_\_

## DATE(S) and TIME(S) OF THE FOOD DRIVE/EVENT

Start Date: \_\_\_\_\_ Start Time: \_\_\_\_\_

End Date: \_\_\_\_\_ End Time: \_\_\_\_\_

Donation Pick-Up Date (if necessary):

(\*Please note: Food drive pick-up **MUST BE** requested at least one week in advance.

Pick-up by Foodlink can only be arranged for food donations exceeding 750 lbs.

Questions? Contact Jeffrey Fleming at [jfleming@foodlinkny.org](mailto:jfleming@foodlinkny.org) or 585-413-4077)

## DESCRIPTION OF EVENT (PLEASE BE AS SPECIFIC AS POSSIBLE)

## ESTIMATED POUNDS OF FOOD TO BE DONATED

Please note that pick-up by Foodlink can only be arranged for food donations exceeding 750 lbs.

## ESTIMATED FINANCIAL BENEFIT TO FOODLINK

Anticipated **gross** revenue (e.g., ticket sales): \_\_\_\_\_

Expenses to the host organization:

Expense type: \_\_\_\_\_ Amount: \_\_\_\_\_

Expense type: \_\_\_\_\_ Amount: \_\_\_\_\_

Expense type: \_\_\_\_\_ Amount: \_\_\_\_\_

Expense type: \_\_\_\_\_ Amount: \_\_\_\_\_

Expenses to Foodlink (please provide details): \_\_\_\_\_

Total Expenses: \_\_\_\_\_

Total anticipated **net** profit: \_\_\_\_\_

Total anticipated **net** proceeds to Foodlink: \_\_\_\_\_

## WHAT ROLE, IF ANY, DO YOU EXPECT FOODLINK TO PLAY IN THIS EVENT?

Resources requested from Foodlink (please check all that apply):

Use of logo\*

Social media (Facebook, Twitter, etc.)

Informational materials

Staff representative day of event

Website promotion

Volunteers (number: \_\_\_\_\_ )

Media outreach

Other (please describe) \_\_\_\_\_

Due to the large number of requests annually, Foodlink reserves the right to review each proposal in order to determine the amount of resources that can be provided. The Events Rubric is an accurate indicator of the support provided by Foodlink based on the event.

*\*Foodlink must approve any use of its name or logo in signage or advertising prior to its use.*

## PUBLICITY

What is your publicity/advertising plan for this event?

How will Foodlink be represented in advertising?\*

*\*Foodlink must approve any use of its name or logo in signage or advertising prior to its use.*

## THANK YOU FOR SUPPORTING FOODLINK!

Please fill out the following form and return it to Jeffrey Fleming at [jfleming@foodlinkny.org](mailto:jfleming@foodlinkny.org), or by fax to 585.328.9951 attn: Jeffrey Fleming, or mail a hard copy of the form 2 weeks prior to the start of the event/food drive to 1999 Mt. Read Blvd., Rochester, NY 14615, attn: Jeffrey Fleming

Upon receipt of the proposal, we will confirm by sending a copy of this form back to you with your Donor Code (see next page).

Please label all boxes and containers of food donations with your Donor Code. This is crucial to Foodlink's inventory, processing and donation tracking.

Foodlink can provide pick-up if necessary for any food drive exceeding 750 lbs. of food. Your pick-up date (if applicable) can be found on the first page of this form. Foodlink cannot provide collection barrels or boxes.

As a general rule, events hosted on behalf of Foodlink should:

- Adhere to Foodlink branding identity and standards.
- Have a positive impact on Foodlink's reputation.
- Generate sufficient revenue to justify the commitment of requested Foodlink resources.

*Both parties agree to represent the other party in a respectful and responsible manner and present marketing and advertising to the other party for review prior to printing and distribution.*

*Both parties understand the proportion of revenue benefitting Foodlink and agree to disclose this amount publicly in an accurate manner as agreed upon by each party.*

**Thank you again for joining the fight against hunger!**

Signed:

\_\_\_\_\_  
Participating Organization

\_\_\_\_\_  
Foodlink Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

**Please email, fax, or mail two copies of the signed contract to:**

Attn: Jeffrey Fleming

Foodlink

1999 Mt. Read Blvd.

Rochester, NY 14615 P:

585-413-4077

F: 585-328-9951

[jfleming@foodlinkny.org](mailto:jfleming@foodlinkny.org)