

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 Juliana Stefani at events@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 Juliana Stefani at events@foodlinkny.org, or by fax to 585.328.9951 attn: Juliana Stefani, 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: Juliana Stefani.

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: Juliana Stefani
Foodlink
1999 Mt. Read Blvd.
Rochester, NY 14615
P: 585-413-4077
F: 585-328-9951
events@foodlinkny.org