



of SANTA CLARA and
SAN MATEO COUNTIES

Guidelines for Third Party Promotions and Events

Thank you for your interest in supporting Second Harvest Food Bank of Santa Clara and San Mateo Counties (SHFB) through a promotion. Thanks to caring members of the community, we are able to feed families, seniors and individuals in need all year long. We are frequently approached by donors – individuals, organizations and corporations – that wish to partner with Second Harvest to promote an event or product while also generating financial or food contributions. We welcome these intentions with deep gratitude. However, to protect the donating parties and Second Harvest Food Bank, we have drafted the requirements below and ask that you register your promotion by completing the attached application before proceeding.

How we can help with your approved promotional activity:

1. List your promotion on Second Harvest's website (events and promotions page).
2. Provide information and quotes for your press release.
3. Provide standard promotional materials.
4. Provide food collection barrels. Due to the staff time required to deliver and pick-up barrels, donors are asked to commit to filling each barrel with 100 pounds of food.
5. Provide thank-you letters for donors who make checks payable to "Second Harvest Food Bank," make cash donations (accompanied by a list with names and addresses) or donate online through our Virtual Food Drive.

Limitations:

1. Second Harvest Food Bank does not share or sell its internal list of donors or supporters, nor do we solicit these contacts specifically for third-party promotions (including ticket sales etc.)
2. Due to the volume of events and promotions, we cannot guarantee that a Food Bank representative will be available to attend events associated with your promotion.
3. Sponsoring organizations who donate food to Second Harvest will receive an in-kind contribution statement outlining the number of pounds collected/donated. Financial receipts with tax language and estimated values will not be provided for food donations.
4. Sponsoring organizations who collect financial contributions to purchase food for Second Harvest will receive an in-kind contribution statement outlining the number of pounds collected/donated. Financial receipts with tax language and estimated values will not be provided to individual donors.

Criteria for entering third party relationships:

1. The sponsoring organization is responsible for all sales, marketing and promotion.
2. With the exception of nationally approved promotions, programs that cross SHFB's geographic boundaries must have the approval of all food banks involved.
3. All publicity and/or promotional materials released to the mass media referencing Second Harvest Food Bank's involvement require advance approval from Second Harvest.
4. We reserve the right to deny any application for a promotion that does not complement the mission of, or project a positive image of Second Harvest.

CURTNER CENTER
750 Curtner Avenue
San Jose, CA 95125
T 408-266-8866
F 408-266-9042

CYPRESS CENTER
4001 North First Street
San Jose, CA 95134
T 408-266-8866
F 408-266-9042

BING CENTER
1051 Bing Street
San Carlos, CA 94070
T 650-610-0800
F 650-610-0808

5. Second Harvest Food Bank will not supply any funding to finance a third party promotion and will not be responsible for any debts incurred.
6. Any use of Second Harvest Food Bank's name and logo is prohibited unless Second Harvest explicitly approves of such usage. All print and collateral materials must be approved by Second Harvest and comply with existing style guidelines regarding the use of Second Harvest's name and logo.
7. All checks from participants of third party promotions must be made out to Second Harvest Food Bank in order to qualify as charitable contributions.
8. All checks from participants of third party promotions must be remitted to Second Harvest Food Bank within ten days of completion of the event or promotion.
9. The sponsoring organization must provide Second Harvest Food Bank with a list of targeted corporate sponsors. Second Harvest reserves the right to exclude solicitation of specific sponsors.
10. Second Harvest Food Bank reserves the right to decide whether the event will be placed on its website or included in other communications.
11. Hazardous events will not be considered.
12. The event/program must comply with applicable local, state and federal laws and regulations as well as Second Harvest's policies and the Association of Fundraising Professionals' Code of Ethical Principles:
www.afpnet.org/content_documents/CodeofEthics.pdf
13. If only a portion of the proceeds will go directly to Second Harvest Food Bank, 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 Second Harvest.
14. Events involving alcohol and/or tobacco require approval of Second Harvest Food Bank.





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Event/ Promotion Registration Process

Businesses, individuals and groups interested in partnering with Second Harvest Food Bank for promotions or special events are required to submit registration documents for approval. Please read through our third party promotion/event guidelines prior to submitting your application. Once your application has been approved, we will contact you and send you our style guide, and logo as needed.

Registration Deadlines: Completed registration forms are due at least one month prior to either your proposed event date or the proposed start of your promotion. Registration forms submitted less than one month prior to your proposed start date/ event date may not be reviewed.

Notification: You will be contacted upon receipt of your registration form and decisions will be made and communicated within ten days of receipt. Second Harvest will contact you if additional information is needed to make a decision about your registration application.

Submission Process: Please send your completed and signed application to donor.relations@shfb.org. Write in the subject line: "Promotion Application – Your Organization's Name." Email is preferred, but you can fax or mail your application to the attention of "Events." Fax number: (408) 266-9042. Mailing Address: 4001 North First Street, San Jose, CA 95134.

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Event/ Promotion Proposal

Group/Organization Name: _____

Group/Organization Website: _____

Name of event/promotion: _____

Brief description: _____

Location of event/promotion: _____

Date(s) of event/promotion: _____ Hours of event: _____

Event/Promotion Coordinator's Name: _____

Event/Promotion Coordinator's Address: _____

City: _____ State: _____ Zip: _____

Phone: Day: _____ Evening: _____

Fax #: _____ E-mail: _____

Has this event/promotion been done before? Yes ____ No ____

If yes, how much revenue was generated? \$ _____

Projected audience (who will attend or support the program): _____

List sponsors (secured or prospective): _____

Name of other supporting organizations: _____

What percent of proceeds will go to Second Harvest Food Bank? 100% ____ Other: ____

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Are there any other beneficiaries of your promotion/event? Yes _____ No _____

If yes, please list: _____

Estimated proceeds to Second Harvest Food Bank: \$ _____

Expected date proceeds to be received by the Second Harvest Food Bank: _____

Please describe your publicity and marketing plan: _____

How do you plan to use the Second Harvest Food Bank logo?: _____

In what format (jpeg, eps, etc.) would you like to receive the Second Harvest logo in for your promotion? _____

If your event/promotion is approved, are there any additional types of support you would like to receive from Second Harvest Food Bank? *Please note: according to our policy, if your event/promotion is approved, Second Harvest will post your event/promotion on our website (events page), add your promotion/event to our blog (including FaceBook and Twitter) and we will provide quotes for press releases:*

I have read, understand, and agree to abide by the preceding guidelines for promotions/events to benefit Second Harvest Food Bank.

Signature of Authorized Representative

Date

Printed Name & Title

