

**COMMUNITY TABLE**  
**(FORMERLY ARVADA COMMUNITY FOOD BANK)**  
**THIRD PARTY EVENT & CAUSE--RELATED MARKETING & PROMOTION**  
**GUIDELINES**

Updated: 2/9/18

Thank you for your interest in supporting the Community Table by helping raise funds to feed those in need. The Community Table frequently receives heartfelt requests from individuals and organizations to host special events/promotions and contribute a portion of the revenues to us.

Each year, the Community Table receives many requests from caring organizations and individuals who wish to hold an event and/or promotion to benefit the Community Table. Because of the volume of these requests, we may be unable to participate in every event/promotion that is proposed. The Community Table utilizes this fundraising strategy to ethically and effectively generate resources for our agency and the people we serve.

Third party events and/or cause-related marketing (promotions) are implemented by outside organizations for the benefit of the Community Table, with minimal or no assistance from the Community Table staff or volunteers. The sponsoring organization must be respected in the community and one whose reputation will enhance the Community Table's public image. We retain the right to refuse any event/promotion or appeal. We welcome these requests and have drafted the following recommendations to protect both the organizations/individuals hosting the event (the "Third-Party") and the Community Table. In order for the event/promotion to be considered, the following procedures must be followed.

**PLEASE NOTE:**

The Community Table welcomes all donation amounts. Due to limited resources, the Community Table's participation, including providing staff, is based on availability. In order to insure the success and mutual satisfaction of such events/promotions, the following criteria will apply to all third party events/promotions conducted on behalf of the Community Table:

- Staff, Board Members and/or volunteers presence at an event or assistance in running the event cannot be guaranteed and participation is determined on a case by case basis.
- Presence on the Community Table's website and/or media assistance cannot be guaranteed.
- The Community Table does not share or sell its internal list of donors or supporters.
- The Community Table logoed banners may be checked out for a \$50 deposit, returned upon delivery of the banner.
- Per IRS guidelines, the Community Table cannot "endorse" the sponsor's brand/product or provide a "call to action" that causes financial benefit to the sponsor. the Community Table will not 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.
- All marketing, promotion and sales are the responsibility of the third party.

- Events that contradict our mission or that are hazardous will not be considered.
- The fundraising event/promotion/appeal 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.
- Any use of the Community Table's name/likeness must be approved by the Community Table
- All publicity released to the media referencing the Community Table's involvement requires advance approval.
- The Community Table will not supply any funding to finance a third party event/program and will not be responsible for any debts incurred.
- If only a portion of the proceeds will go directly to the Community Table, 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 the Community Table.
- The fundraising event or appeal organizer/sponsor/organization agrees to indemnify, refund and hold the Community Table 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 the Community Table which arise, result from or relate to the fundraising event or appeal, the organizer/sponsor/organization's performance of its agreement as specified in these guidelines.

**Next Steps:**

- Fill out the following Event Fact Sheet form.
- Email it to Sandy Martin [smartin@cotable.org](mailto:smartin@cotable.org) or fax to 303-424-6685. Please allow 7-10 business days for review.
- Once your application has been reviewed you will be contacted via email with an outline of ACFB's level of involvement.

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

Community Table  
 8555 W. 57<sup>th</sup> Avenue  
 Arvada, CO 80002  
 Attn: Sandy Martin

## Community Table Third Party Event Fact Sheet

**Name of Organization:** \_\_\_\_\_

**Name and Complete Description of Event** (use the back of this page or an attachment if you need more space):

Primary Contact Name: \_\_\_\_\_ Best way to reach: \_\_\_\_\_  
(phone/email/etc.)

Location of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Time of Event: \_\_\_\_\_

Goals/Outcomes for Event:

- In-Kind      Projected Amount or Value: \_\_\_\_\_  
 Cash      (If Cash, please fill out your projections below)

Source of funds (ticket sales, percentage of sales, etc.): \_\_\_\_\_  
\_\_\_\_\_

Projected donation: Minimum \$ \_\_\_\_\_ Maximum \$ \_\_\_\_\_ or \_\_\_\_\_ % donated to ACFB

Support asked to be considered by ACFB:

- |   |   |
|---|---|
| <input type="checkbox"/> Signage/In-Kind Donation Barrels | <input type="checkbox"/> Events Page Listing                |
| <input type="checkbox"/> Social Media                     | <input type="checkbox"/> Transportation of In-Kind Donation |
| <input type="checkbox"/> Special Website Placement/Page   | <input type="checkbox"/> Staff/Board Attendance             |

The Community Table has limited capacity for supporting third party initiated events and fundraisers. The Community Table offers support to third party initiated events and fundraisers on an "as available" basis. Third party events and fundraisers are undertaken by those same parties at their own risk and responsibility. The Community Table reserves the right to provide support for event or fundraiser at levels deemed appropriate to the expected goals and outcomes for the event.

I have received, read and agree to the Community Table Event Guidelines: \_\_\_\_\_

SIGNATURE

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Please Return to: Community Table, 8555 W.57th Ave. Arvada, CO 80002.  
Or Email to: SMartin@cotable.org