

External Event and Cause Marketing Agreement

Date: _____

Thank you for naming Homeward Bound as the beneficiary of your upcoming event/cause marketing campaign. As a nonprofit organization, we rely on community support and could not provide our shelter and community services programs for families experiencing homelessness.

Please review, sign, and submit the External Event and Cause Marketing Agreement form to development@homewardboundaz.org. Fillable sections are highlighted, and an image can be added above the signature line. If you have any questions or concerns, please contact development@homewardboundaz.org.

Company/Contact Information:

Company name: _____

Your name and title: _____

Address: _____

Phone: _____ Email: _____ Website: _____

City: _____ State: _____ Zip: _____

Description of Event/Cause Marketing Campaign:

Please describe your Event/Cause Marketing Campaign: _____

Event/Cause Marketing Campaign Start Date: _____ End Date: _____

Event Time: _____

Expected Attendance: _____

How will you promote this Event/Cause Marketing Campaign? _____

Will Homeward Bound be the sole beneficiary of this Event/Cause Marketing Campaign? ___ Yes ___ No

If no, please list other charities involved: _____

Expected donation amount: _____

Payment Instructions: Please make checks payable to "Homeward Bound" within 30 days of event date. For alternative payment methods, contact development@homewardboundaz.org.

***All Homeward Bound print collateral and/or media will refer to the event by the above title.**

For the event named above, you agree to:

- Make public the net amount that will actually be donated to Homeward Bound. Potential donors must be informed whenever less than 100 percent of the net proceeds will be donated to Homeward Bound. (For example: "Ninety percent of the proceeds will benefit Homeward Bound" or "All proceeds from the silent raffle – and only those proceeds – will benefit Homeward Bound.")
- Based on I.R.S. requirements, state what portion of the contribution for all tickets, invitations, or entry forms is tax deductible. If donors will receive a product or service in exchange for their donation, subtract the value (whether it is donated or not) of the product or service from the contribution. The remaining amount is tax deductible;



- Initiate a marketing campaign promoting the event including, e.g., local publication press releases, e-mail newsletter insertion, e-mail blasts, flyer creation /distribution, and local/peer group networking activities;
- Inform event participants – either in promotional materials or during the event as an announcement – that, “as an Arizona Qualifying Care Charitable Organization, donations to Homeward Bound are eligible for a state income tax credit of up to \$400 for taxpayers who are single or married filing singly and up to \$800 for taxpayers who are married filing jointly”;
- Provide a prominent, visible table or area on the day of the event for Homeward Bound to display information about our programs, if requested;
- Adhere to the Homeward Bound graphic standards for use of the name, logo and color brand, and style guide when describing our organization;
- Utilize the Homeward Bound logo in a manner that is consistent and respectful of our core values and mission to serve families experiencing homelessness;
- Prior to distribution or print, provide any and all promotional material utilizing the Homeward Bound name or logo for our review and approval;
- Obtain any necessary permits, licenses, contracts, or insurance. Please attach completed copies to your Agreement;
- Indemnify and hold harmless Homeward Bound and all its officers, directors, and employees from any and all claims and liabilities in any way related to the event activities.

For the Event/Cause Marketing Campaign named above, Homeward Bound agrees to:

- Provide logo, graphic standards, and style guide for event promotion;
- Provide information about Homeward Bound to be made available during the event in the form of printed materials, videos, and/or staff or volunteer representatives;
- If circumstances warrant, Homeward Bound may at any time through any of its directors, officers, or employees direct you to cancel Homeward Bounds’ participation in this activity. You hereby agree to cancel Homeward Bounds' participation upon request. If so directed, you further agree to release Homeward Bound and its officers, directors, and employees from any and all liability and connection to any such action.

It is in the spirit of collaboration that we support this agreement. We look forward to working with you and appreciate your enthusiasm for our mission of meeting every family's unique needs on their journey home.

Signed,

Date: _____

Robert Raygoza, VP of Marketing and Development

Date: _____

Name of Signer or Organization Representative: _____

Organization Name (if applicable): _____