



APF Third Party Event Proposal Form

Name of Group/Organization planning event: _____

Contact name: _____

Address: _____

Phone: _____ Email: _____

Name and/or type of proposed fundraising event: _____

Event date and time: _____

Location: _____

Is the event open to the public? ☐ Yes ☐ No Is the event by invitation only? ☐ Yes ☐ No

Has this event taken place before? ☐ Yes ☐ No When? _____

Will this be an annual event benefiting the APF? ☐ Yes ☐ No

Total Projected Gross Income: \$_____ Total Projected Expenses: \$_____

If the APF is receiving partial proceeds of your event, what percentage will be donated? _____

Please attach a detailed budget and a list of businesses you will be soliciting for sponsorship or in-kind contributions.

How many people do you expect to attend? _____

Please describe the event and the fundraising components (i.e. ticket sales, raffle, auction, sponsors, etc.)

Will proceeds be shared with another organization? If so, who? _____

If possible, would you like a representative from the APF present at the event? ☐ Yes ☐ No

If yes, what time and what role will he/she play? _____

How will the event be publicized? (invitations, press releases, advertisements, fliers, etc.) *Attach any samples.*

Do you plan to use the APF logo in your promotional materials? ☐ Yes ☐ No

What address can we email the logo to? _____

Guidelines

Please submit this form at least 30 days prior to event. Once the proposal has been received, APF staff will notify you of any questions or concerns. The organizer is responsible for all details including:

- Underwriting all of the related costs.
- All event coordination, marketing/promotion and sales.
- Recruiting volunteers to help out at the event.
- Writing all letters, including sponsor requests and thank you letters to potential donors, sponsors, etc.
- Working at the actual event.
- Organizers must sign a Third Party Event Proposal Form.
- The APF must approve all promotional materials, including advertising, letters, brochures, fliers and press releases prior to production or distribution.
- All promotional materials must clearly state the percentage of proceeds that will benefit the APF.
- The APF should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other APF events or fundraising campaigns that may be underway.
- Event organizers are responsible for obtaining all permits and liability insurance to cover the event.
- The APF is not financially liable for the promotion and/or staging of third party events.
- Due to limited resources, APF cannot guarantee APF staff or volunteers will attend the event.

