



**BOYS & GIRLS CLUB  
OF THE MONROE AREA**

Updated on March 31, 2014

615 Warren Street, South  
Madisonville, TN 37354

Tel. 423-442-6770  
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[www.bgcm MonroeArea.org](http://www.bgcm MonroeArea.org)

To Whom It May Concern:

Thank you for your interest in supporting the Boys & Girls Club of the Monroe Area. On behalf of the 1,500 children we serve annually, we appreciate your desire to support our mission.

Please find attached an event proposal form. If you would like your event considered for approval, please complete the attached form and return it to Boys & Girls Club of the Monroe Area at least six weeks prior to your planned event. We will respond to your submission within two weeks.

The support of our local community makes a big impact on our ability to serve children, but due to the organization's limited resources we can't offer staff or marketing support to most outside events.

If you want to request our help with staff or marketing support, a \$1,000 guaranteed donation is requested. Benefits for a minimum guaranteed donation to Boys & Girls Club of the Monroe Area of \$1,000 (after expenses are paid):

- Use of Boys & Girls Club of the Monroe Area's name and logo for promotional materials, event signage, etc.
- Requests for Boys & Girls Club staff or volunteers at the event will be considered.
- Requests for assistance with public relations and promotions will be considered.

Benefits for events expected to net less than \$1,000 (after expenses are paid):

- Use of Boys & Girls Club name ONLY on promotional materials, event signage, etc. "A portion of the proceeds will benefit the Boys & Girls Club of the Monroe Area"

If you have any questions, please do not hesitate to contact Sarah McDougal at (423) 442-6770 or [smcdougal@bgcm MonroeArea.org](mailto:smcdougal@bgcm MonroeArea.org). We look forward to hearing from you soon. Thank you again for your generous support.

Sincerely,

Director of Marketing, PR & Special Events



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## **Guidelines for 3rd Party Events**

Boys & Girls Club of the Monroe Area is a private non-profit organization that provides children a safe place to go after school to develop academic success, healthy lifestyles and leadership skills. Please keep our mission in mind when planning your event; activities and sponsors should not conflict with our mission and values.

1. Boys & Girls Club of the Monroe Area requires at least six weeks notice for consideration of a 3rd party event.
2. The use of our name will be granted once an event is approved. Promotional materials using our name or logo must be reviewed before distribution.
3. Events should be fully funded and paid for by the organizers. Boys & Girls Club of the Monroe Area will not be responsible for event expenses.
4. Due to limited resources, Boys & Girls Club of the Monroe Area cannot provide marketing or volunteer support, help selling tickets or provide mailing lists for 3rd party events.
5. If you are soliciting corporate sponsors, Boys & Girls Club of the Monroe Area must review all potential sponsors to avoid conflict with current Boys & Girls Club supporters.
6. Donations should be made by check, cash or credit card within 60 days of the event. If a donation is made by check or credit card, the person or business on the check/card will receive the tax receipt.
7. Once your event is approved, Boys & Girls Club of the Monroe Area will provide a letter of agreement recognizing the approved event.
8. If time permits, Boys & Girls Club of the Monroe Area may post your event on its Facebook page and/or website.

### **Permission to use the Boys & Girls Club of the Monroe Area Logo**

The Boys & Girls Club is not only a locally recognized brand, but a national brand recognized as one of the top five non-profits in the country. Because of the strength, influence and heritage of the organization, the use of the Boys & Girls Club of the Monroe Area's logo requires a minimum donation of \$1,000.



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**3rd PARTY EVENT PROPOSAL**

Contact Name \_\_\_\_\_

Company/Organization Name (if applicable) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Type of Event  One Time  On-going (What frequency?) \_\_\_\_\_

Date(s) of Proposed Event(s) \_\_\_\_\_ Time of Proposed Event(s) \_\_\_\_\_

Location of Proposed Event(s) \_\_\_\_\_

Describe how you will raise funds \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Total funds projected to be raised \_\_\_\_\_

Describe how funds will be distributed to Boys & Girls Club of the Monroe Area \_\_\_\_\_

\_\_\_\_\_  
Share your plans for publicizing the event \_\_\_\_\_

\_\_\_\_\_  
Anticipated event attendance \_\_\_\_\_

Will you solicit funds from Event Sponsors to underwrite the event?  Yes  No

If you plan to seek sponsorship, please indicate below what companies you plan to approach

\_\_\_\_\_  
\_\_\_\_\_

Would you like a Boys & Girls Club of the Monroe Area representative at the event?  Yes  No  
*(This does not guarantee someone will be available.)*

Do you need Boys & Girls Club of the Monroe Area to provide volunteers to staff the event?  Yes  No  
*(This does not guarantee someone will be available.)*

How many and for what tasks? \_\_\_\_\_

\_\_\_\_\_

For consideration, please complete and return 6 weeks prior to your event:  
Director of Marketing, PR & Special Events  
Boys & Girls Club of the Monroe Area  
Fax (423) 442-6737 or Email [smcdougal@bgcmonroeara.org](mailto:smcdougal@bgcmonroeara.org)