

# Second Harvest Food Bank Santa Cruz County

## Third Party Event Guidelines

Thank you for your interest in supporting Second Harvest Food Bank Santa Cruz County (SHFB). It is because of generous efforts like yours that we can help ensure no one in our community goes hungry.

SHFB frequently receives heartfelt requests from individuals and organizations who want to host special events and contribute a portion of revenue to us. We welcome these requests and have drafted the following requirements for third party events.

**To ensure compliance with Feeding America guidelines, all events benefiting SHFB must clearly disclose the portion or percentage of proceeds that will be donated to SHFB in all promotional materials.** *For example: "10% of each item sold will be donated to Second Harvest Food Bank Santa Cruz County."*

Third party events and/or programs are implemented by outside organizations for the benefit of SHFB with minimal or no assistance from SHFB staff.

The following criteria will apply to all third-party events/programs conducted on behalf of Second Harvest Food Bank Santa Cruz County:

1. The sponsoring organization is responsible for all sales, marketing and promotion of the event.
2. SHFB will not supply any funding to finance a third-party event/program and will not be responsible for any debts incurred.
3. All publicity and/or promotional materials released to mass media referencing SHFB's involvement require advance approval from the SHFB Marketing Team.
4. All print and collateral materials must be approved by the SHFB Marketing Team and must comply with existing guidelines regarding the use of SHFB logo.

Download the SHFB brand tool kit here <https://www.thefoodbank.org/brandtoolkit/>

### Please Note

- Social media recognition by SHFB will take place during or after the event, and does not include promotion before the event, *except as part of an event sponsorship agreement*.
- SHFB does not provide staff and/or volunteers for third-party events or promotions.
- SHFB does not share or sell its donor list.
- All fundraising activities that involve use of SHFB's name and/or logo must be reviewed and approved in advance by the SHFB Marketing Team.



**Second Harvest Food Bank Santa Cruz County**

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We are the Food Bank