



## EVENT PROPOSAL PACKET (DRAFT)

Thank you for your interest in hosting a fundraiser for Sierra Delta! Events such as yours are so important in our efforts to raise funds and awareness for our mission to provide service dogs to veterans. To assist you with your efforts please review and sign our fundraising guidelines and return our event form to [info@sierradelta.com](mailto:info@sierradelta.com). Please let us know if you have any questions or concerns, or if we can assist you in any way.

Please complete the attached forms and return to:

[info@sierradelta.com](mailto:info@sierradelta.com)

### Commonly Asked Questions:

#### **What is a third-party fundraising event?**

- A third-party fundraising event is conducted by an individual, group or organization in the community with proceeds to benefit Sierra Delta. It is planned and executed independently of Sierra Delta.

#### **I want to host a fundraiser, what should I do next?**

- Submit an Event Proposal Form by email to [info@sierradelta.com](mailto:info@sierradelta.com).

#### **How can Sierra Delta help with my fundraiser?**

Resources Sierra Delta may be able to provide include:

- Materials such as brochures and flyers to be downloaded and printed
- A letter of authorization to validate the authenticity of the event and its organizers
- Promotion through the Sierra Delta website, Facebook and Instagram

The event sponsor is responsible for all details of the event including:

- Underwriting all of the related costs
- Printing of all materials and publicizing the event
- Funding or reimbursement of your expenses
- Insurance or liability coverage

### After Your Event:

#### **Send in your donation/proceeds:**

- Mail a check to:

Sierra Delta Inc.  
P.O. Box 211  
Reedsburg, WI 53959

#### **Send Photos:**

- Email your best photos from your event to [breezi@sierradelta.com](mailto:breezi@sierradelta.com).



## FUNDRAISING GUIDELINES

We are so excited and deeply appreciative that you have selected Sierra Delta for your next Community Fundraising Event! When hosting a fundraising event benefitting Sierra Delta please adhere to the following guidelines:

1. Events must be approved by Sierra Delta. This is an important safeguard to preserving the integrity of the Sierra Delta name and our commitment to fulfill our mission in a cost-efficient and effective manner.
2. Any promotion of the event must avoid statement or appearance of Sierra Delta endorsing any product, firm, organization, individual or service.
3. The event organizer is responsible for all details of the event including: covering all of the related costs, recruiting volunteers to help out at the event, and promotional material to publicize the event.
4. Sierra Delta must approve all promotional materials, including but not limited to advertising, brochures, flyers, posters, and press releases prior to production or distribution.
5. Event organizers are responsible for obtaining all permits especially those for raffles and/or games of chance.
6. Event organizers must obtain their own liability insurance to cover the event. Please check with local and state authorities to determine if there are any unique requirements for your event.
7. Sierra Delta is not financially liable for the promotion and/or staging of third party events.
8. Event organizers cannot open a checking account that includes the Sierra Delta as the account holder.
9. Sierra Delta is the beneficiary, not the sponsor or partner of Community Events. All promotional materials should clearly state the event is sponsored by you or your organization to the benefit of Sierra Delta. If a specific percentage of event proceeds are coming to Sierra Delta, this must be stated in your materials.
10. Sierra Delta can only provide tax receipts for donations to the donor/name and address of the account (checking) on which it is drawn.

I/we have read the Sierra Delta Event Guidelines and I/we agree to adhere to these guidelines in planning and implementing our event. I/we understand the guidelines are not comprehensive and that all decisions, including safety precautions, remain my/our full responsibility. I/we understand Sierra Delta does not accept any liability or responsibility associated with the event.

Signature of Event Organizer: \_\_\_\_\_ Date: \_\_\_\_\_



## **CHARITABLE GIVING GUIDELINES**

1. Unless your organization is a registered non-profit entity, donations are not tax deductible.
2. Only checks made payable to Sierra Delta will be provided with a tax-deductible acknowledgement letter.
3. Any checks made payable to Sierra Delta must be forwarded to Sierra Delta for processing and deposit. Checks must represent an outright donation and cannot include any exchange of products or services. Such donations are tax-deductible and will be provided with an acknowledgment letter.

Please note: financial donations are the most efficient way for our organization to meet the needs of pairing service dogs with veterans.



## EVENT PROPOSAL FORM

### **Contact Information:**

Event Organizer: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

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

Web Address (If Applicable): \_\_\_\_\_

### **Event Information:**

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

Event Type (Golf Tournament, Sports Event, Etc.): \_\_\_\_\_

Event Location (Address if Possible): \_\_\_\_\_

Description of Event (which can be used for Sierra Delta website):

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

Event Date/Time/Duration: \_\_\_\_\_

Fundraising Goal: \_\_\_\_\_

What percentage of funds raised will be donated to Sierra Delta? \_\_\_\_\_

Do you plan on using the Sierra Delta logo? If so, how? (i.e. publicity, printed materials, t-shirts, etc.): \_\_\_\_\_

**If yes, please send all promotional materials for approval before printed or distributed to [breezi@sierradelta.com](mailto:breezi@sierradelta.com).**

Additional Comments:

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

### **FOR SIERRA DELTA USE ONLY**

Date Completed Proposal Received: \_\_\_\_\_ Event Approved: Yes \_\_\_\_\_ No \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_ Staff Member: \_\_\_\_\_