



**CAPITAL AREA
FOOD BANK
OF TEXAS**
Silver Anniversary

Community Events

Info For Event Sponsors

Thank you for your interest in sponsoring an event to benefit the Capital Area Food Bank of Texas (Food Bank). In order to insure the success and mutual satisfaction of such events, the Food Bank has established the following guidelines.

REGISTRATION PROCESS:

Please complete the Food Bank's event registration form and return it to Adrienne Longenecker, the Deputy Director of Community Relations, via email or fax. It is important we receive your Sponsored Event registration to properly support and credit you for your generous donation.

GENERAL EVENT CRITERIA:

1. Organizations must be categorized as one of the following: government agency, faith-based group, business, media outlet, service organization, or school. Others will be considered on a case-by-case basis.
2. All projects must be non-political in nature.
3. Events to benefit the Food Bank must be registered in writing and submitted to the Deputy Director of Community Relations. A Letter Of Agreement, signed by both parties, may be necessary. The Deputy Director of Community Relations may refer any registration form to the Deputy Executive Director and Director of Development for further consideration and approval.
4. Food Collection: If your event includes a Food & Fund Drive, please read the Food & Fund Drive Coordinator's Kit.

PUBLICITY AND MEDIA:

1. In most cases, the sponsor will handle all event publicity. Requests for media assistance from the Food Bank will be handled on a case-by-case basis.
2. Use of name and logo: Any use of the Capital Area Food Bank of Texas name and/or logo on printed collateral materials, television or radio must be approved in advance at least three days prior to release, please submit all drafts to the Deputy Director of Community Relations. We will email you our logo in advance.

Again, thank you for thinking of the Capital Area Food Bank of Texas during your event planning. If we can be of any further assistance, please contact the Deputy Director of Community Relations, Adrienne Longenecker at alongenecker@secondharvest.org or at 512.282.2111 ext.206, 512.585.0037 (cell) or 512.282.6606 (fax).

Please keep in mind while you plan your event that items donated to the event (food, set up equipment, etc.) will not be acknowledged as donations to the Capital Area Food Bank of Texas.

The proceeds from the event (minus the value of any goods/services the Food Bank provided) will be acknowledged as a tax-deductible donation to the Food Bank from the third party and the organization or individual will be sent a thank you note with IRS reporting information.

Thank you letters for in-kind goods and services donations will list only the specific good or service donated, without a market dollar value assigned. This market value is for the donor to determine with their tax advisor.

