



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.

GETTING STARTED:

1. Check out our [Sponsored Event resource page](#) for helpful tips and tools.

If you're reading this offline, visit www.austinfoodbank.org and click on "Sponsor an Event" under the "How to Help" link on the left-side menu to locate the registration form. Contact us (see last page for contact info) if you do not have access to the internet. We'd be happy to help!

2. Please submit a [Sponsored Event Registration Form](#). It is important we receive your Sponsored Event registration to best support your efforts and track your 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. All projects must be non-political in nature.
2. Events benefiting the Food Bank must be registered. A Letter of Agreement drafted by the Food Bank and signed by both parties may be required. The Community Events Manager may refer any registration form to the Executive team for further consideration and approval.
3. If your event includes a food collection, please refer to the [Food & Fund Drive Coordinator Kit](#).

PUBLICITY AND MEDIA:

1. In most cases, the sponsor/coordinator must handle all event publicity. Requests for media assistance from the Food Bank will be handled on a case-by-case basis.
2. You may use [our logo](#). Any use of the Capital Area Food Bank of Texas' name and/or logo must be approved by our Communications Department. Please send all promotional material drafts to mrobbins@austinfoodbank.org and allow three days for approval.

VOLUNTEERS:

1. We encourage you to recruit and place your own volunteers for your event. However, if you need additional assistance, the Food Bank will consider providing support based on the following criteria. We recommend all volunteer requests are submitted one month prior to your event.
 - Estimated funds raised
 - Estimated pounds raised
 - How do you plan on promoting and publicizing the event?
 - Is this a first time event?
 - If not, how much did you raise last year?
 - Timing (as related to other Food Bank events)



**CAPITAL AREA
FOOD BANK
OF TEXAS**

Once we receive your online registration form, we will send you an email confirmation within 1 – 2 business days and will include Food Bank information for you to print and display at your event. We will respond to your volunteer request within one business week if we are able to recruit volunteers for your event. If we are unable to recruit volunteers for your event, please consider using the Food Bank information included in the registration confirmation.

THANK YOU:

By contributing to the Food Bank through a Sponsored Event, you help provide nutrition for more than 300,000 people who rely on our services each year. Thank you for supporting hungry Central Texans! We hope your experience with the Capital Area Food Bank of Texas is a great one!

Please feel free to contact Molly Robbins, Community Events Manager:

mrobbins@austinfoodbank.org

512/684-2531 phone

512/282-6606 fax