



Third Party Event Guidelines & Agreement Form

Thank you for your interest in supporting the lifesaving work of the Brant County SPCA by hosting a third-party event. From garage sales to BBQ's, hosting a birthday party to lemonade stands, no event is too big or too small and you can make a difference for animals in need. In order to assist you with the planning and execution of a successful event, we ask that you read the Third-Party Guidelines and fill in the Agreement form and agree to our Terms and Conditions. Once submitted your form will be reviewed by a representative of the Brant County SPCA and they will get back to you about the event. Where possible, please submit at least one month prior to your event.

A third-party event is defined as an activity intended to raise public funds/food and/or awareness in support of the Brant County SPCA. The primary responsibility for organizing and conducting the event lies with the organizer, volunteers, and/or staff of the company, organization or group that has been approved to execute the event.

In order to assist you with your event, we have broken the steps down for you. (EACH ITEM TO HAVE ABILITY TO CLICK ON IT-WILL ALSO NEED PRINTED VERSION TO SUPPLY AS A HANDOUT)

1. Choose Your Event
2. Start Planning
3. Fundraising Goals & Budget
4. Determine the Logistics
5. Promote Your Event
6. Event Day
7. Reconciliation

If you have any questions, please contact us via email at communications@brantcountyspca.com

What does the Brant County SPCA request of Third-Party Event organizers?

Contact the Brant County SPCA to register new events or update us on continuing events. It is important that we are aware of all events that are held in support of our programs.

It is the event organizer's responsibility to communicate to sponsors, participants and the general public that the Brant County SPCA is not conducting the event, but is the beneficiary of the event.

If the organizer's intent is to share the funds raised with another organization as well as the Brant County SPCA, they need to communicate this to the Brant County SPCA.

The Brant County SPCA can provide the following assistance once your event has been registered and reviewed:

Advice on event planning.

Attendance of a Brant County SPCA representative, when appropriate or available.

Event listing on our website and social media outlets, internal Brant County SPCA advertising.

A support letter that validates the authenticity of the event/organizer.

Limited supplies, such as Brant County SPCA brochures, when appropriate and available.



Third Party Event Guidelines & Agreement Form

The Brant County SPCA cannot provide the following:

Funding or reimbursement for event expenses.
Donor or sponsor lists
Guaranteed attendance of staff or volunteers at your event.

Step 1. Choose your event

Below is a list of types of events you may wish to host, but feel free to get creative and come up with something new and exciting! When you do pick your event, try to be conscious of how much time and resources you will need to be able to make the event a success.

- Auction
- Bake Sale
- BBQ
- Concert
- Dinner/Dance-may be holiday theme (e.g. Halloween Dance)
- Garage/Yard Sales
- Games Night
- Paint Night
- Fashion Show
- Run/Walk
- Sporting Event (baseball/basketball/golf/hockey/soccer/volleyball)

Step 2. Start Planning

Planning an event can be a lot of work, make sure you have people who can help out along the way. If you can form an event planning committee, and include people who can help in the following areas:

- Budgeting & Logistics
- Marketing
- Sponsorship & Donations
- Volunteers

Make sure you meet regularly with your committee so that everyone is up to date with information and to support each other.

Make sure you submit a list of sponsors who have supported or sponsored your event, including full contact information and a description of their donation and/or sponsorship, value and the monetary value of the associated goods and exposure they received. This way we can acknowledge and recognize our supporters in our community.

Make sure you have checked on any bylaws that may come into play during the event (e.g. noise bylaws), and if any permits/licenses need to be obtained for the event (e.g. Lottery License or Alcohol Permits).



Third Party Event Guidelines & Agreement Form

Step 3. Fundraising Goals & Budget

Identify how much money you hope to raise at your event. Then create a budget to help you achieve the goal. You can keep costs low by sourcing donated items. A good tip is to try to only spend 10% of your fundraising goal on expenses.

Step 4. Determine the Logistics

Pick a date, time and location for your event. Be mindful of holidays or other events taking place around the timing of your event. Determine who your target audience is and how you can cater this event to them.

Step 5. Promote Your Event

You can promote your event through word of mouth, social media, free community calendars, posters, emails, handwritten invitations. You want to make sure people hear about your event.

Step 6. Event Day

Your event has finally arrived, and all of your hard work is ready to be showcased! Enjoy the day, while knowing you are raising funds for a great cause!

Step 7. Reconciliation

After your event has been completed, reconcile your funds and arrange for the proceeds to be given to the Brant County SPCA. Please include a request for income tax receipts list for anyone who donated \$25 or more, complete with their full name, address and phone number. N.B. We can only provide receipts for donations where complete documentation has been provided and if the donation is deemed receiptable by the CRA (Canada Revenue Agency). Lastly, remember to say a big THANK YOU to everyone that attended, volunteered or donated to your event.

SUBMIT EVENT PROPOSAL-INCLUDE LINK

INCLUDE LINKS TO -OTHER WAYS TO DONATE

-OUR WISHLIST

-LIST OF OUR CORPORATE PARTNERS



Third Party Event Guidelines & Agreement Form

Third Party Event Form

1. Are you organizing this event as: An individual or A Business

Business name: _____

2. Organizer's information Name: _____

Address: _____

City/Province/Postal Code: _____

Email: _____

Phone #: _____

- Yes, I would like to receive emails from the Brant County SPCA
- Yes, I would like to receive posted mail from the Brant County SPCA

Note: If you are under the age of 18, please have a parent or guardian compete and sign this form.

3. Proposed Event Date: _____

4. Proposed Event Time: _____

5. Proposed Event Type: (can put lines or drop down with list): _____

6. Proposed Event Venue/Location: _____

Note: please consider a contingency plan in the event of weather or other issues that may arise.

7. Is this a new event? Yes or No

8. Is this an annual event? Yes or No If yes, number of years with our organization? _____

9. What is your revenue goal? _____

10. What proceeds will be donated to the Brant County SPCA?

- All proceeds (no expenses to be deducted from the amount raised)
- Net proceeds (all proceeds minus expenses from the event)
- Partial proceeds (e.g. \$2 from every ticket sold will be donated)
- Partial proceeds with more than one beneficiary of funds (e.g. another charity). If so, please provide name(s) of the other beneficiaries:



Third Party Event Guidelines & Agreement Form

Note: all promotion/advertising for the event must clearly indicate the exact portion of proceeds (e.g all, net, or partial) to be donated to the Brant County SPCA.

11. Does your event require tax receipts? Yes or No

N.B. We only issue income tax receipts for donations of \$25 or greater. We can only provide receipts for donations where complete documentation has been provided and if the donation is deemed receiptable by the CRA (Canada Revenue Agency).

12. What support would you like from the Brant County SPCA?
(can insert a drop-down list or check list for items such as: literature; brochures, letter of validation/support, social media sharing the event, food drive boxes, banners, table display, donation tracking sheets, tax receipts, proud supporter logo, other?).

13. Do you plan to contact any individuals or companies for sponsorship or donations? If yes, please list them below:

By submitting this event application, I agree that I have read, understand and agree to the Brant County SPCA's Community Partnerships Terms and Conditions.

Thank you!

Office Use Only

Received by: _____

Approved by: _____

Organizer Notified By & Date: _____