



Information for Community Event Sponsors

Thank you for considering sponsoring an event to benefit Cabarrus Meals On Wheels! In order to ensure the success and mutual satisfaction of such events, Cabarrus Meals On Wheels has put in place the following guidelines:

Special Events Policies

- A registration form must be filled out and submitted to the Development Director via email or fax 704-932-9011.
- All projects must be non-political in nature.
- The sponsoring organization will provide all staffing and volunteers for the special event unless otherwise agreed upon by Cabarrus Meals on Wheels.
- The sponsoring organization must agree to hold Cabarrus Meals on Wheels harmless for any damages arising from the proposed activity. If insurance coverage is obtained for the event, Cabarrus Meals on Wheels should be listed as co-insured.

Publicity and Media

- In most cases, the sponsor will handle all event publicity. Requests for media assistance from Cabarrus Meals on Wheels will be considered on a case-by-case basis.
- If mutually agreed upon, Cabarrus Meals on Wheels will provide the following advertising support: website or social media publicity, distribute flyers to CMOW volunteers, posters at pickup sites, and newsletter acknowledgement or announcement (cir. 1,000+)
- Use of Cabarrus Meals on Wheels name and/or logo must be approved in advance. The official logo color is light green.

Acknowledgement and Tax Deductible Info

- Proceeds from the event (minus the value of any goods provided by Cabarrus Meals on Wheels) will be acknowledged as a tax deductible donation to Cabarrus Meals on Wheels from the third party and the organization or individual will be sent a thank you letter with IRS reporting information.
- Thank you letters for in-kind goods and services will list only the specific good or service donated, without a market dollar value assigned. The market value is for the donor to determine with their tax advisor.

Sponsored Community Event Registration Form

Thank you for your interest in sponsoring an event to benefit Cabarrus Meals on Wheels! In order to ensure the success and mutual satisfaction of such events, Cabarrus Meals on Wheels requests that you complete and submit this proposal.

Event Information	
Name:	
Date(s):	Time:
Location:	
Description:	
Committed Sponsors:	
Potential Sponsors:	

Event Sponsor Information	
Company or Organization Name:	
Contact Name:	
Mailing Address:	
Phone:	Cell:
Website Address:	Facebook/Twitter:

- Please indicate how this event will be promoted.

<input type="checkbox"/> Printed Materials	<input type="checkbox"/> Print Ads	<input type="checkbox"/> Sponsor Website	<input type="checkbox"/> Email Blast
<input type="checkbox"/> Billboards	<input type="checkbox"/> Television	<input type="checkbox"/> Radio _____	<input type="checkbox"/> Other _____

Photo Opportunity

- After the event would you like to do a check presentation at our Cabarrus Meals on Wheels office?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------
- If yes, we will have an executive representative available for a photo that you submit to the press. What date would you like to present your check?

By signing and submitting this proposal, you agree to indemnify, defend, and hold harmless Cabarrus Meals on Wheels and its employees, board, and/or representative from any claims, costs, losses, or expenses arising from any personal injury or property damage directly or indirectly incurred by the sponsor, volunteers or any other third parties related to the planning or conduct of the proposed event.

Please print and sign this document and return it to Cabarrus Meals on Wheels for approval. Thank you for your commitment to making a difference in our community.

Signature of person submitting proposal

Date

Printed Name

Cabarrus Meals on Wheels Event Approval

Signature of person submitting proposal

Date