



THIRD PARTY EVENT INFORMATION AND APPLICATION PACKET

Thank you for your interest in organizing a special event for Tennyson Center for Children! We greatly appreciate your time and efforts on our behalf. The following information has been prepared to help make your Tennyson Center for Children fundraiser as successful as possible.

WHAT IS A THIRD-PARTY EVENT?

Third-party events are fundraisers coordinated and held by persons or organizations external to Tennyson Center for Children with the express purpose of raising funds or awareness for Tennyson programs and operations. These events are often hosted by corporations, volunteers, donors who want to expand their capacity to give into their networks, individuals interested in giving back to their community, students fulfilling community service requirements, or organizations willing to give products or services.

Examples of third-party events include, but are not limited to: executive, garden parties, Jeffersonian dinners, wine tastings, dinner parties, polar dips, bake sales, car washes, dance-a-thons, peer-to-peer fundraising, athletic events, bottle drives, fashion shows, golf tournaments, auctions, special occasions donations, and benefit concerts.

STEPS TO A SUCCESSFUL EVENT

1. Connect with Tennyson prior to planning your event;
2. Return the attached special event forms for approval;
3. Determine who will be organizing your event and/or establish a committee;
4. Choose the "best" event or promotion for you or your organization;



5. Know your audience;
6. Establish fundraising goals and timelines;
7. Specify an event budget;
8. Communicate, announce, and market your event;
9. Hold your event or promotion;
10. Gather and send all donations to Tennyson, along with your positive stories and outcomes; and
11. Thank all participants!

BEST PRACTICES

1. Find people who you feel are strongly connected to the mission of Tennyson;
2. Run a practice event to avoid last-minute issues;
3. Do not be afraid to use online resources for event planning;
4. If you are using social media, ask your friends for feedback early and often;
5. Make sure you have a communications plan;
6. Share your communications plan with others involved in your event;
7. Provide assistance when others need it; and
8. Encourage members on your team and set goals.

GETTING STARTED

Once you complete and return the attached agreement, it will be reviewed by Tennyson's marketing and development team. If your fundraiser is approved, we will email the Tennyson logo and all proper publicity materials. At this point, you will have permission to use our name in conjunction with your special event.

USING THE TENNYSON LOGO STYLE GUIDE

Once the fundraiser has been approved, we will send you the Tennyson logo in a PNG format. Contact us at Lauren.Grinewich@Tennysoncenter.org for any questions regarding publicity or logo usage.

Basic guidelines for logo usage:

1. The logo must appear prominently on all promotional materials;
2. The logo must be used in whole;



- 3. The aspect ratio of the logo cannot be altered; and
- 4. The colors of the logo cannot be altered.

ACCEPTABLE LOGOS



POLICY GUIDELINES

Tennyson reserves the right to decline the support of individuals, corporations, foundations, or civic organizations if they are deemed to be in conflict with the mission of the organization.

Any information you distribute, publish, or send out using the Tennyson logo or name, including advertisements, social media campaigns, and press releases, must be approved by the Tennyson marketing department prior to publication. This information can be sent to Lauren.Grinstead@Tennysoncenter.org.

TRUTH IN ADVERTISING COMPLIANCE

Please use one of these descriptions on your Special Event Application (provided by the Better Business Bureau):

Type of benefit

All Funds Raised to Tennyson
 Funds Raised Less Expenses
 Portion of Purchase
 Percentage of Proceeds

Description for advertising (all forms)

Proceeds to benefit Tennyson
 Net proceeds to benefit Tennyson
 For every sale \$100 benefits Tennyson
 State amount (e.g. 10% of sales to Tennyson)



YOUR RESPONSIBILITIES

You will be responsible for your fundraiser from inception to the day the check is issued to Tennyson Center. It is your job to obtain “attendees” and donors, publicity, prizes, and all other necessary components to execution. Tennyson Center cannot be held responsible for any costs associated with your event unless agreed upon.

DEDUCTIONS

Tennyson Center for Children is a registered 501(c)(3) organization, which means that donations to us are tax deductible. Donation acknowledgment letters will be mailed to all individual donors.

COLORADO CHILD CARE TAX CREDIT

In addition to supporting life-changing services, your monetary contribution to Tennyson is eligible for the Colorado Child Care Contribution Credit. The State of Colorado allows you to claim a 50% credit on your state income taxes for all qualifying monetary contributions (up to a total of \$100,000) made by an individual, estate, trust, or corporation towards Tennyson. Please contact Kara Angelini, Strategic Development Operations Manager, at 720-855-3212 or at Kara.Angelini@tennysoncenter.org if you have any questions about this tax credit.

APPROVAL PROCESS

Application should be received at least 30 days prior to the event. All applications will be reviewed within 7-10 business days. Final approval will be emailed. Information about requested support will be included in the email.

TENNYSON CENTER SUPPORT

- Staff support;
- Advice and suggestions on event planning, as time allows;
- Provide a letter of authorization to validate the authenticity of your event;
- Provide and approve use of Tennyson’s name, logo and images;
- A Tennyson staff member to be there in person or virtually to answer questions;
- Stories of a Tennyson kids and recent impact numbers;
- Promotion of your event, when appropriate, to the Tennyson community through regular advertising venues such as our website, social media, and internal communications;



- Acknowledge and provide tax receipts for contributions made payable and submitted directly to Tennyson;
- A one-sheet of information for your promotional and/or event use with our elevator pitch, our mission, vision, and values;
- Press release suggestions; and
- Sample copy.

Printable, branded promo tools, including:

- Invitations;
- Event posters and flyers;
- Donation envelopes;
- Pre-designed "tickets" or invitations for your guests; and
- Thank you cards and templates.

Social Media:

Due to the number of Tennyson events and fundraisers occurring annually, we cannot guarantee that all events will be posted to our social media channels. Every event will be listed in the events section on our website. Please send us a link to your event's website or Facebook page so we can include that information.

Marketing:

Tennyson Center can assist with basic publicity needs if given proper information within a reasonable amount of time.

We are available to answer your questions and provide support whenever possible. We may be able to provide services subject to availability and level of commitment. This includes but is not limited to media assistance, staff and volunteer support, and promotional items. Please be as specific as you can in your event description to help us better understand what you may need from us. See attached event form for details.

THANK YOU!

A gift to Tennyson Center for Children is your opportunity to transform lives and invest in the future of Colorado's children and families. We hope you will consider Tennyson as you plan your charitable giving.