

Third Party Partnership Proposal

On behalf of all our four-legged friends, thank you for your interest and offer of support to Paws Humane Society

Date_____

Group/Company/Organization_____

Address_____City_____State_____Zip_____

Primary Contact Person_____

Email_____

Day Phone_____ Cell Phone_____ Other_____

Event Title_____

Location_____

Address_____

Date of Event_____ Start Time_____ End Time _____

Description of partnership/event

Are you interested in having adoptable animals at the event? _____

If you need staff and/or volunteers from Paws Humane Society, please tell us how many you think you will need and their activities.

How do you plan to promote this partnership/event?

How many people do you anticipate reaching with this partnership/event? _____

Is this as an opportunity to generate contributions for the Paws animals? If so, how? Is there an amount you anticipate raising? _____

Is this an annual event? _____

Is this event open to the public? _____

Please list other partners, sponsors, and/or organizations participating in the event.

Can Paws help promote this event on our website, social media, e-blast and newsletter? _____

Here's What You Need to Know: (for an effective, successful partnership)

All proposals will be reviewed by Paws Humane Society and looking for the following factors:

- Will a large number of people become more aware of the Paws Humane Society message and mission because of this partnership?
- Is there potential to generate contributions for Paws Humane Society efforts?
- How extensive are the promotions planned?
- How much Paws Humane Society staff time and effort is expected?
- Once your proposal is reviewed, you'll be notified within one week of receipt. After your proposal is accepted, you may begin promoting and developing the partnership/event.
 - All publicity, printed materials, flyers, PSAs and any other promotional efforts developed for this partnership will need to be approved by Paws Humane Society management prior to any planned promotion.
 - By naming Paws Humane Society as the beneficiary of this partnership, it will be necessary to donate all net revenues raised on behalf Paws Humane Society to Paws Humane Society within 30 days of the partnership completion or by predetermined agreement.
 - Please be aware and understanding of the need to restrict where and when adoptable animals make appearances. The well-being of our adoptable animals is very important. The environment and conditions must be very favorable before approval is given for their involvement in a partnership. Should approval be given, the appropriate number of animals available for an appearance will be determined by Paws Humane Society management. Inside areas are preferred. Adequate shade and access to water are required.
- I understand that my submission of this form does not guarantee approval.
- I also agree to provide a one week cancellation notice if the event is canceled.

Thank you again for all of your efforts on behalf of the animals at Paws Humane Society!

Signature of Partnership Contact Person

I individually, or as a representative of the named business or organization, agree to the above requirements and hereby fully release and agree to hold harmless Paws Humane Society and its affiliates, their Officers, Directors, Trustees, agents, employees and representatives, successors and entities, together with their insurers, of and from any and all liability, claims, damages, expenses or causes of action for any reason.

Please fill out and email this form to events@pawshumane.org. **Note: This is a fillable .PDF.
If you have any questions please contact 706-660-5925.

FOR PAWS USE ONLY: Approved By: _____ Date: _____

Third Party Partnership Tips

Fundraising Ideas:

- Athletic Event (golf, volleyball, tennis, softball, bowling)
- 5K, 10K road race
- Car Wash
- Wine Tasting
- Silent Auction
- Concert

Other information:

- The event must be promoted in a manner to avoid statements or the appearance of Paws Humane Society endorsing any product, firm, organization, individual, or service.
- The name and logo must be used in accordance with Paws Humane Society graphic standards.
- All promotional materials must clearly state the percentage of proceeds that will benefit Paws Humane Society.
- Paws Humane Society should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other Paws events and/or fundraising campaigns that may be underway, if applicable.
- Paws Humane Society may provide informational materials promoting the organization, its goals and accomplishments. Advance notice is needed regarding the quantities needed for the event. Depending on the time of year, we have information for our annual events, newsletter and general information.
- Event organizers must obtain their own liability insurance to cover the event.
- Paws Humane Society is not financially liable for the promotion and/or staging of third-party events.
- Under no circumstances should third-party event revenue and expenses flow through Paws Humane Society books. Only the final net proceeds from the event are to be processed by Paws Humane Society.

Tips to plan and market your event:

Crunch the numbers:

- Identify your expenses and potential sources of income and donations.
- Set a fundraising goal!
- Keep expenses low -- A great way to increase the amount of money you raise at an event is to limit the amount of money you spend. Keep your event expenses low by asking people to donate or discount event-related expense items such as venue rental fees, entertainment, decorations, food and beverages. Ask for donations for auction items and raffle prizes.
- Shout it from the rooftops -- Success will depend on how well you spread the word about your event and the number of people you invite. The more ways you can get the word out, the better.
- Incorporate other ways to raise money -- Live or silent auctions, raffles, 50-50, and sales of merchandise are examples.
- Don't be shy to approach business owners to ask for donations -- you'd be surprised at how generous people can be and how willing they are to help.

- Don't forget to say thanks! Send letters to all of the supporters and volunteers that helped make your event a success. You will probably want their help again next year!

- Mark your calendar -- If you know the date for next year's event, be sure to let everyone know as soon as possible so they can plan to attend!