



Special Event Proposal and Licensing Agreement

Thank you for your interest in Pendleton Place! We are delighted you have chosen us to be the beneficiary of your fundraising efforts and wish to support your success with your event. Without the generous support of groups and organizations like yours, we would not be able to succeed in our mission of keeping children safe and supporting families in crisis through prevention, assessment and intervention.

As I am sure you can appreciate, we at Pendleton Place are extremely proud of our reputation and good name. These are the things that enable us to continue to attract the funds, volunteers and services needed to care for hurting children in our community. As a result, we work hard to protect the Pendleton Place name and logo and to make sure they are used properly.

To gain a better understanding of your needs as you coordinate and operate your special event, we ask that you completely fill out the questionnaire below. We have included our guidelines and requirements for hosting an event on our behalf including the terms and conditions under which you may use Pendleton Place's name and logo.

Once you have completed this form, please mail or email it to the following address:

Pendleton Place
Attention: Lynn Pilgrim
1133 Pendleton Street
Greenville, SC 29601

lpilgrim@pendletonplace.org

Again, thank you so much for your interest in Pendleton Place. If you have any questions, please do not hesitate to contact me.

With sincere appreciation,

Lynn Pilgrim

Development Coordinator
Phone: 864-247-3578
Email: lpilgrim@pendletonplace.org

Special Event Proposal

This is a request for the authorization to conduct a fundraising event for the benefit of Pendleton Place. The applicant understands that Pendleton Place must authorize the use of its name or logo in any efforts to raise funds for the organization and that fundraising events held on behalf of our organization should not be held without the knowledge, involvement and written approval of Pendleton Place. All requests to hold events with Pendleton Place being the beneficiary will be reviewed to ensure that the proposed event aligns with our organizational values and goals and that there are no actual or perceived conflicts of interest that exist with the event. These guidelines ensure Pendleton Place's name will be properly used, funds will be handled and accounted for in a responsible manner, fundraising will be conducted in a method that is consistent with the public image of Pendleton Place and that all those associated with the event will act in accordance with all municipal and federal laws.

Event Guidelines

Promotion and Logo Use

Please note that our only name is "Pendleton Place."

Always use the following language as a boilerplate when describing Pendleton Place:

"The mission of Pendleton Place is to keep children safe and support families in crisis through prevention, assessment and intervention. Pendleton Place offers programs that protect, equip and heal vulnerable children, young adults and families. We strengthen children while rebuilding families because it's our goal for each child to have a stable home environment and a bright future. Founded in 1975, we accomplish our work through three key programs:

- Assessment Center- A multi-agency evaluation of families led by Pendleton Place to identify root causes of neglect or abuse and establish recommendations for a plan to improve the well-being of children.
- Connections Count- Support and mentoring that equips young adults in need to lead successful lives as independent adults.
- Smith House- Residential home for teen girls."

If requested, Pendleton Place will provide its logo upon approval of the event. Please only use the logo that you have been provided. This is requested to ensure brand consistency for our organization.

Pendleton Place may promote the event through our website, emails, social media and newsletters.

Financial Guidelines

Pendleton Place is unable to cover any costs related to the event unless this is expressly agreed upon in writing prior to the event. If this event is approved, your organization agrees to be responsible for paying all expenses related to your fundraising event.

Because Pendleton Place also hosts its own regular events and requests sponsorships to support our events, Pendleton Place will not be able to secure any sponsorships or other financial support for events being hosted on our behalf in the community. When resources permit and in very limited circumstances, we may be able to write letters to request in-kind support (items) to be provided for your event.

Because we believe that donors have the right to understand exactly how their contributions will benefit Pendleton Place, we ask that you clearly articulate the percentage or amount of donations collected that will be directly contributed to Pendleton Place as a result of their donation. For example, "100% of all proceeds from this event will go to benefit the children and families being served at Pendleton Place" or, "A minimum of \$500 from this event will be donated to Pendleton Place."

We ask that all checks should be made payable to Pendleton Place and be sent to "Pendleton Place" within 90 days of the event. Pendleton Place, 1133 Pendleton Street, Greenville, SC 29601.

Cancellation, Liability, Changes

All fundraising events must relay a positive image and respect the mission of our organization. This form specifically serves as a proposal for a fundraising activity or event, not a guarantee. All final decisions will be based on the event's connection to the organizational mission and the absence of any apparent conflicts of interest. If our organization has any concerns or questions at any point during the planning phase of the event, we will discuss these concerns directly. If any concerns or conflicts arise that we are unable to resolve, we reserve the right to deny or withdraw approval of an event.

Event Details:

Name/Title of Event:

Host Information

1. Organization hosting the event :

Address:

Phone:

Fax:

Website:

2. Name of contact person :

Phone:

Email:

3. Briefly describe sponsoring organization:

Corporation

Private Business

Individual

School

Church

Group

Club

Other

4. Is the sponsoring organization a non-profit?

Yes No

If Yes, Tax Exempt Code:

Event Information

5. Date of event:

Start Time:

End Time:

6. Location (city and venue):

7. Briefly describe the event:

8. Purpose of Event:

Fundraising

Donation Drive

Community Awareness

Other

9. Event Frequency

- One Time
- Monthly
- Quarterly
- Indefinite

10. Have you ever coordinated this type of event before?

- Yes No

If Yes, please explain:

11. Will there be co-hosts?

- Yes No

If Yes, please name:

12. Will an admission fee be charged?

- Yes No

If Yes, what is the cost of admission?

If staff members are needed, will they need to pay?

- Yes No

13. If ticket sales are involved, who will be the sales force and by what method will they be sold?

14. Who is the anticipated audience?

15. Based on the nature of the Event, are any of the following required?

Insurance:

If Yes, have you secured this document?

Yes No

Yes No

Permits:

If Yes, have you secured this document?

Yes No

Yes No

Liability Releases:

If Yes, have you secured this document?

Yes No

Yes No

16. What role(s) do you need Pendleton Place to play?

- Staff Speaker
- Staff Representation
- No one is needed
- Volunteers
- Other

If someone is needed, what time do they need to arrive?

17. Is there a dress code? If Yes, please explain:

Yes No

Budget Information

18. Will there be additional beneficiaries? If Yes, please name:

Yes No

19. What percentage of net proceeds will Pendleton Place receive?

20. Anticipated Total Revenues:

Anticipated Total Expenses:

Anticipated Total Donation:

Publicity

21. Do you plan to publicize the event?

If Yes, how?

Yes No

22. Do you have any media partners?

If Yes, please name them:

Yes No

23. What participation or resources, if any, do you request from Pendleton Place?

- Information for Press Release
- Pendleton Place Flyers
- Pendleton Place Logo
- Pendleton Place Agency Video
- Pendleton Place Tablecloth
- Pendleton Place Cross Banner Stand
- Publicization on Pendleton Place Social Media
- None
- Other

24. If you plan to use our logo, please explain how:

(Please note that in order to use Pendleton Place's name or logo, you must receive prior approval. See #4 below.)

(Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved Pendleton Place, as evidenced by the signature of an authorized Pendleton Place representative below.)

Terms and Conditions

1. Host agrees to provide Pendleton Place with the agreed upon net proceeds from the Event, within ninety (90) days after the Event. Pendleton Place may audit the Event revenues and expenses, if necessary.
2. The Pendleton Place logo, mission and vision statement is intellectual property of this organization. Any use of Pendleton Place name or Logo is subject to the prior written approval of Pendleton Place. Accordingly, Host agrees to submit to Pendleton Place for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions Pendleton Place or contains the Logo.
3. Host understands and agrees that the logo and language: (a) may not be altered in any way (b) may not be used in connection with any telemarketing or door-to-door solicitations (c) may not be used in conjunction with terminology that is contrary to the Pendleton Place mission, and/or (d) may not be placed next to advertisements or logos for alcohol, clubs, or other businesses that may hinder the mission and/or tarnish the name of Pendleton Place.
4. Host agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to Pendleton Place: (a) that Pendleton Place is the benefiting organization; (b) the actual or anticipated portion of the purchase price/proceeds that will benefit Pendleton Place (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.
5. In order to avoid inadvertently jeopardizing existing relationships between Pendleton Place and its donors, Host agrees to receive approval from Pendleton Place before soliciting corporations, businesses or individuals for cash or in-kind donations relating to the Event.
6. Host represents to Pendleton Place that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to Pendleton Place whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Pendleton Place harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.
7. Nothing in this document shall be construed to authorize Host, or any of its employees or representatives, to act as an agent of Pendleton Place. Thus, for example, Host may not open a bank account in Pendleton Place’s name, nor may it endorse or attempt to negotiate any checks made payable to Pendleton Place, all of which must be promptly forwarded to Pendleton Place for processing.
8. This Fundraising proposal shall terminate at the conclusion of the Event. Thereafter, Hosting Organization may continue to receive funds for Pendleton Place, provided such funds are paid promptly to Pendleton Place. However, Hosting Organization shall discontinue use of the logo following the termination date unless expressly authorized to the contrary in writing by Pendleton Place.

Host Contact Signature:

Date:

Pendleton Place Executive Director Signature:

Date: