



## THIRD PARTY EVENT GUIDELINES

Thank you for your interest in organising an event in aid of the Sheldrick Wildlife Trust. Please review our guidelines on third party fundraisers, which must be agreed to before we can consider your application. Agreeing to these guidelines does not grant permission to use the charity's name or logo.

### GENERAL GUIDELINES

- ◆ It is understood that the fundraiser (henceforth to be known as the 'third party') is raising funds in aid of the Sheldrick Wildlife Trust, rather than acting as a charity representative.
- ◆ The third party undertakes that they shall not bring the name or the logo of the Sheldrick Wildlife Trust into disrepute in any way whatsoever.
- ◆ The third party organises the event entirely at their own risk. Sheldrick Wildlife Trust cannot accept responsibility for any loss, damage or injury that results from the event.
- ◆ Sheldrick Wildlife Trust's insurance does not cover the event venue, nor anyone attending. It also does not cover the third party's personal liability for any injury suffered by them or anyone else at their event. The third party must ensure adequate insurance cover is in place.
- ◆ Sheldrick Wildlife Trust understands that at point of application, the third party may not have all details of their event / fundraiser. If however, during the planning phase, it becomes apparent to the Sheldrick Wildlife Trust that the event differs from that detailed in the application, the Sheldrick Wildlife Trust reserves the right to reassess their involvement in the event based on these changes.
- ◆ Sheldrick Wildlife Trust understands that reasonable costs might be accrued by the third party as part of organising the event. The third party should be prepared to share a breakdown of these costs with the Sheldrick Wildlife Trust, before and after the event. If these costs are to be covered by the funds raised, this must be made clear and apparent at all times when promoting the Sheldrick Wildlife Trust as the charity beneficiary, disclosing if proceeds to be remitted to the Sheldrick Wildlife Trust will be less the event costs.
- ◆ Sheldrick Wildlife Trust's logo and registered charity number must be included on all promotional materials, including letters, posters, sponsorship forms and press releases created by the third party. **The final design of any promotional materials containing the Sheldrick Wildlife Trust's name or logo must be submitted to the Sheldrick Wildlife Trust for approval. This must be done before production or any online/offline publication, to ensure these comply with branding and fundraising rules.**
- ◆ Should the third party wish to create an online fundraising page, the Sheldrick Wildlife Trust's approved online fundraising platform is JustGiving: [www.justgiving.com/dswildlifetrust](http://www.justgiving.com/dswildlifetrust)
- ◆ If you are holding a raffle, you may be required to apply for a licence.
- ◆ The third party undertakes to remit all funds raised to the Sheldrick Wildlife Trust via the charity's approved channels within a maximum of two months of completion of the event. Please contact us for these approved channels.
- ◆ While the Sheldrick Wildlife Trust is very appreciative of your interest in supporting our work, the charity has no obligation to promote or publicise your event via social media channels, newsletters, etc. and cannot accommodate requests

**I have read the Sheldrick Wildlife Trust's Third Party Event Policy Guidelines  
and hereby agree to abide by the terms set forth above:**

Signature:..... Date Signed:.....



## THIRD PARTY EVENT APPLICATION

### CONTACT INFORMATION

Group/Organisation:.....Contact Person:.....

Mailing Address:.....

.....Postcode:.....

Telephone:.....Email:.....

### PROPOSED EVENT DETAILS

Name of Proposed Event:.....

Target Event Date:.....Start Time:.....End Time:.....

Location Venue & Address:.....

Event Website:.....

Briefly describe the event (e.g. Walk-a-thon, Concert, Bake Sale, etc.):

How will funds be raised? (e.g. ticket sales, sponsorship, auction, raffle, etc.):

Does your event require a license? ☐ Yes ☐ No Insurance? ☐ Yes ☐ No

*Please note that certain events such as raffles or bingo require registration and licensing.*

How will the event be marketed/publicised? (e.g. invitation, press releases, flyers, etc.)

How do you propose to incorporate the Sheldrick Wildlife Trust logo?

Beginning and ending dates of event promotion and execution:

Please list all businesses you plan to solicit for cash or in-kind support. Attach a separate sheet if necessary. Please note Sheldrick Wildlife Trust must approve any/all corporate prospects in advance.

*Please note: Use of the Sheldrick Wildlife Trust logos, photos, or other assets, when approved, are subject to timely submission and approval of examples of each actual use and are to be employed in connection with and for the duration of your fundraising event only. Sheldrick Wildlife Trust reserves the right to require removal of any copyrighted information from internet sites at the completion of the event.*

Are there other beneficiaries of the event? ☐ Yes ☐ No

If yes, please specify which organisations, and what % [percentage] the Sheldrick Wildlife Trust will receive:

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List previous experience conducting fundraisers:

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#### ANTICIPATED EVENT BUDGET

£ ..... Anticipated event income

£ ..... Anticipated event expenses (Sheldrick Wildlife Trust does not reimburse for costs associated with events)

£ ..... Anticipated net event revenue

..... Estimated date funds will be received by Sheldrick Wildlife Trust

#### FOR BUSINESSES

Please complete the following:

..... # of Facebook/Twitter Followers

..... # of clients/size of consumer database

..... # of foot traffic on site per day

..... # of website visitors/unique users per day

..... £ Annual revenue (approximate)

Please return this form to: **infouk@sheldrickwildlifetrust.org**

Or mail to:

**Sheldrick Wildlife Trust**

1 Oak Place  
Rosier Business Park  
Coneyhurst Road  
Billingshurst  
West Sussex  
RH14 9DE

This proposal will be reviewed and a response provided within 14 days of receipt.

Thank you for selecting the Sheldrick Wildlife Trust as your charity of choice.