



THIRD PARTY EVENT GUIDELINES

Thank you for your interest in organising a third party fundraiser in aid of Sheldrick Wildlife Trust. Please review the following requirements to determine whether you would like to pursue a third party fundraiser in aid of Sheldrick Wildlife Trust.

GENERAL GUIDELINES

- ◆ It is understood that the fundraiser is raising funds in aid of Sheldrick Wildlife Trust, rather than acting as a charity representative.
- ◆ The event organiser undertakes that it shall not bring the name or the logo of Sheldrick Wildlife Trust into disrepute in any way whatsoever.
- ◆ The fundraiser 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 your personal liability for any injury suffered by yourself or anyone else at your event. We recommend that you make sure your event is adequately covered.
- ◆ Sheldrick Wildlife Trust understands that at point of application, the fundraiser may not have all details of their third party event established. If however, during the planning phase, it becomes apparent to Sheldrick Wildlife Trust that the event differs from that detailed in the application, 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 fundraiser as part of organising the event. The fundraiser should be prepared to share a breakdown of these costs with Sheldrick Wildlife Trust if requested, 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 Sheldrick Wildlife Trust as the charitable beneficiary, disclosing if proceeds to be remitted to Sheldrick Wildlife Trust will be less the costs of the event.
- ◆ Sheldrick Wildlife Trust's logo and registered charity number must be included on all promotional materials, including letters, posters, sponsorship forms and press releases you create yourself. **The final design of any promotional materials containing Sheldrick Wildlife Trust's name or logo must be submitted to Sheldrick Wildlife Trust for approval. This must be done before production or any online/offline publication, to ensure these comply with fundraising rules.**
- ◆ Should the event organiser wish to create an online fundraising page, Sheldrick Wildlife Trust's approved online fundraising platforms are:

JustGiving

[justgiving.com](https://www.justgiving.com)

VirginMoneyGiving

uk.virginmoneygiving.com

- ◆ If you are holding a raffle, you may be required to apply for a licence.
- ◆ The event organiser undertakes to remit all funds raised to 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 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 to do so. Sheldrick Wildlife Trust may on occasion choose to promote a partnership, at its sole discretion, and on a case by case basis.

I have read the above Sheldrick Wildlife Trust's Third Party Event Policy 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 Sheldrick Wildlife Trust logo?

Please note: Use of 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.

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.

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

If yes, please specify which organisations and what % 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
2nd Floor, 3 Bridge Street
Leatherhead, Surrey
KTT22 8BL, UK

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

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

Submission of application is not guaranteed approval.