



Cause Related Marketing Events

If you would like to support Big Brothers Big Sisters of Calgary and Area with a Cause Related Marketing event please fill out the form below and return to events.calgary@bigbrothersbigsisters.ca or fax to 403-777-3525

Company Name: _____

Contact Name: _____ Event Name: _____ Event Date _____

Address: _____ City: _____ Postal Code: _____

Phone: _____ Email: _____ Date Submitted _____

How do you plan to raise funds for BBBS (i.e. what portion of sales, what promotion, etc.)

Percentage or Fixed Amount: \$ _____

Guaranteed Minimum Amount: \$ _____ (committed to BBBS at the end of the event/promotion)

Funds raised from your event will be directed to an area of BBBS where the need is most, unless otherwise specified: _____

- Has this event taken place before? Yes No
- If yes, how much did the event raise the last time it was held? _____
- Is this a "One-Time" or "Annual" event? _____
- Would you like to use the BBBS Calgary logo on your event promotional material? Yes No
- If yes, it will be emailed to you at the above email address.

EVENT TERMS AND CONDITIONS

By signing this application I agree to:

1. Allow Big Brothers Big Sisters of Calgary and Area to promote the event and use the event logo and/or images.
2. Submit all communications/promotional material to Big Brothers Big Sisters of Calgary and Area for approval prior to use.
3. Submit all proceeds to Big Brothers Big Sisters within 30 days of the event date.

This is a Cause Related Marketing agreement between Big Brothers Big Sisters of Calgary and Area and Business Name of Primary Contact: _____

Signature*: _____ Date: _____

Name of Big Brothers Big Sisters of Calgary and Area Representative:

Print Name: _____ Date: _____

*An electronic signature is sufficient if forms are sent via e-mail.

For Big Brothers and Big Sisters of Calgary and Area Use Only:

Approved By (Print): _____ (Initial) _____ Date: _____