



UTAH FOOD BANK

Cause Marketing Proposal Application

Thank you so much for joining Utah Food Bank in *Fighting Hunger Statewide!*

Utah Food Bank is often the benefactor of a community event produced by entities outside our organization. This type of event can be anything from a promoted food or fund drive, to a promotion that donates a portion of sales, and any variety of community events. Such endeavors benefiting Utah Food Bank provide a wonderful opportunity to raise awareness about hunger in our community while engaging employees and/or customers.

In order to handle the large volume of requests we receive, it is important that we understand your proposal. Once this proposal is complete, please email it to communications@utahfoodbank.org or fax it to 801-746-2880 (attn: Heidi Cannella). If you have questions about the application as you are completing it, please contact Heidi Cannella at 801-887-1278.

For groups hosting food drives, there is no need to complete this application form **unless** you are interested in using Utah Food Bank's name and/or logo in printed materials for public consumption, television ads, or radio spots. For information regarding hosting food drives, please contact our Food Drive Specialist at fooddrive@utahfoodbank.org or 801-887-1266.

Event/Promotion Host Information

Name of host organization: _____

Please provide a brief description of the nature of your business/organization:

Mailing address: _____

Phone: _____ Email: _____

Company URL: _____

Promotion Information

Name of promotion or event: _____

Please provide a brief description of your promotion/event:



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Promotion Information (Cont.)

Location: _____

Start date and time: _____

End date and time: _____

Projected attendance: _____

Please list or describe major sources of food or funds (i.e., ticket sales, auction, % of sales, discount in exchange for food donation, etc.):

If there are multiple beneficiaries of the event, please list the other charities and how the donation will be split among the charities:

What requirements do you have for UFB for this event, including but not limited to UFB attendance?

What role, if any, do you expect UFB to play in the promotion of this event?

What materials do you anticipate needing from UFB? (i.e., money shakers, food collection barrels, posters, banners, etc.):



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Publicity Information

What is your general publicity/advertising plan for this event? Do you have any media partners, and if so, who?

If you plan to advertise this event/promotion, who will handle these tasks? Please provide contact information if different than main contact:

Do you plan on using UFB logo, name, or promotional language in advertising/publicity? Yes No

**Please note UFB approval is required prior to distribution if so.*

On what promotional materials (newspaper ad, radio ad, in-store signs, TV, etc.) would you like to use the UFB logo and/or name?

Please provide us with your event webpage (if applicable) and social media handles:

Facebook: _____ Twitter: _____

Instagram: _____

Is there any other additional information you would like to provide?

Thank you for your interest in working with Utah Food Bank!

We will contact you within 3 business days of the receipt of this application to discuss further details.