



## Product Proposal Packet

From the very small to the very large community fundraising event, the Semper Fi Fund (SFF) is deeply appreciative of all the time and effort spent to raise funds and awareness for our wounded and their families. Promoting our mission through sale of a product is an easy and inviting way to get everyone involved in supporting our troops!

If you wish raise support in this manner, we ask that you submit a Product Proposal Form along with a signed copy of our Guidelines for review by the SFF Event Committee.

Please complete the attached forms and return to:

Semper Fi Fund  
Attn: Product Sales Committee  
Box 555193  
Camp Pendleton, CA 92055

Fax: 760-725-3685  
Scan or Email: [vanessa.keane@semperfifund.org](mailto:vanessa.keane@semperfifund.org)

If you have any questions about the Product Proposal Forms or hosting an event please contact us at 760-725-3680

Thank you for considering the Semper Fi Fund as the beneficiary your fundraising effort. Your support will help us continue our mission of, *serving those who preserve our freedom.*

Sincerely,

Semper Fi Fund  
Community Outreach Team



## PRODUCT PROPOSAL FORM

PRODUCT NAME: \_\_\_\_\_

TYPE OF PRODUCT: \_\_\_\_\_ Book \_\_\_\_\_ Merchandise \_\_\_\_\_ Other (please describe) \_\_\_\_\_

PRODUCT DESCRIPTION (short description which can be used for SFF Website):

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Will any other organizations benefit from the Product? If so, please name and describe the extent to which they will benefit: \_\_\_\_\_

What percentage of the funds raised will be donated to SFF: \_\_\_\_\_

When will donations be distributed (monthly, quarterly, yearly)? \_\_\_\_\_

### CONTACT INFORMATION

POINT OF CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

FAX: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

ALTERNATE CONTACT (IF APPLICABLE): \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Can this information be listed on SFF website with your event description? Yes \_\_\_\_\_ No \_\_\_\_\_

### PUBLICITY AND PROMOTION

SFF requests the review of all promotional material, which is intended for public release and dissemination. By participating with the SFF on an event, you authorize the SFF to utilize any content on your website including photos, logos, verbiage, etc to be used for promotional purposes. Please indicate the types of promotional activities you will be utilizing to promote this product: (Press releases, flyers, website announcement, t-shirts, etc.)

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#### FOR SFF USE ONLY

DATE COMPLETED PROPOSAL RECEIVED: \_\_\_\_\_

EVENT COMMITTEE APPROVED: YES \_\_\_\_\_ NO \_\_\_\_\_ DATE: \_\_\_\_\_

NOTES: \_\_\_\_\_

STAFF MEMBER ASSIGNED: \_\_\_\_\_

*Please notify Event Manager if any information changes.*



## PRODUCT PROPOSAL GUIDELINES

PRODUCT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

PRODUCT POINT OF CONTACT: \_\_\_\_\_

- Product Name and description must be approved by the Semper Fi Fund (SFF). This is an important safeguard to preserving the integrity of the SFF name and our commitment to fulfill our mission in a cost-efficient and effective manner.
- The SFF is a family-focused organization. We therefore encourage Events and/or Products that are appropriate for all ages.
- We will review your plan and do our best to contact you within approximately 7 days.
- The Product Point of Contact is responsible for all details of the fundraising effort including: covering all of the related costs and promotional material to publicize the product.
- All promotional material for a Product – including but not limited to advertising, press releases, flyers, posters, promotional items and public service announcements – that includes the SFF name or logo must be approved in advance by a representative of the SFF.
- SFF is the beneficiary, not the sponsor or partner of the Product. Any promotional material produced by the Organizer that includes the SFF name or logo should use the phrase “**to benefit the Semper Fi Fund.**”
- Please note that the SFF is not sponsored or funded by the United States Marine Corps or the government and cannot be promoted as such.
- As a beneficiary of the your fundraising effort, the SFF does not accept or assume any responsibility or liability for any circumstance arising from the Product.
- The Product Point of Contact is responsible for obtaining all necessary permits. Please check with local and state authorities to determine if there are any unique requirements for your fundraising effort.
- The Product Point of Contact retains full responsibility for the design and implementation of the Product, including safety precautions.
- The SFF does not advance monies nor does it solicit revenues for events conducted by third parties, Community Events or Product sales.
- Product Point of Contact cannot open a checking account that includes the SFF as the account holder.
- In order for the SFF to continue to maintain low overhead, revenue and expenses from the Product may not flow through the Semper Fi Fund. All bills and other costs are the responsibility of the individual, business or organization sponsoring the event.
- The SFF reserves the right to inspect all fundraising financial records.
- Please ensure that donation checks are addressed to **Semper Fi Fund** or **SFF** and ***the Product name is noted in the memo portion of the check.***
- The SFF can only provide tax receipts for donations to the donor/name and address of the account (checking) on which it is drawn. In the event that cash is collected at an event, the funds should be exchanged for a cashier’s check and a list of names, addresses and amount donated must be provided in order for donors to receive tax receipts.

I/we have read these Semper Fi Fund Community Event Guidelines and I/we agree to adhere to these guidelines in planning and implementing our event. I/we understand the guidelines are not comprehensive and that all decisions, including safety precautions, remain my/our full responsibility. I/we understand the Semper Fi Fund does not accept any liability or responsibility associated with the event.

\_\_\_\_\_  
Signature of Product Point of Contact

\_\_\_\_\_  
Date