



Guidelines for Restaurant Partners

Thank you for your interest in holding a promotion to benefit the Single Parent Scholarship Fund of Northwest Arkansas, Inc. (SPSF NWA). Contributions of all sizes and from all segments of the community are vital to our continued ability to end poverty for single parent families in Northwest Arkansas.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion ("event") to benefit SPSF NWA.

Please note that while SPSF NWA may be able to provide guidance and limited publicity for your event, we are unable to provide administrative or logistical assistance for the event (e.g., distributing invitations, compiling RSVP's, selling tickets, sitting on steering committees, etc.). If the event is approved, you should be prepared to provide all of the support necessary to organize and conduct the event, including committing all funds required for the event.

Things to consider before you submit an application...

- A Letter of Agreement must be negotiated and signed by both you and SPSF NWA before you can begin planning or promoting the event.
- All products or other item(s) that will be sold at or in connection with the event must be non-controversial in nature and approved in advance by SPSF NWA.
- You must obtain written permission from SPSF NWA to use our name, logo, mission statement and/or slogan. **Completion of the Application for Third Party Events does not constitute permission from SPSF NWA to use our name, logo, mission statement, or slogan.** If your application is approved, a Letter of Agreement will be negotiated and signed by both parties. Permission to use the organization's name will usually be granted for Restaurant Partners that guarantee a contribution of \$100 or more.

Third parties may not transfer this privilege to their own customers, members or other entities that are associated with the primary organization or individual. All references to SPSF NWA in publicity and promotional materials, on tickets, invitations, or other materials related to the promotion should say:

- Single Parent Scholarship Fund of Northwest Arkansas (for the first reference)
 - Single Parent Scholarship Fund (This is acceptable for subsequent references.)
- You will need to be prepared to create and disseminate all publicity for the event.
 - All publicity material related to the event must be reviewed and approved by SPSF NWA **before it is printed or distributed**. This includes, but is not limited to, invitations, press releases, newspaper or newsletter articles, merchandise, etc.
 - In accordance with the Better Business Bureau Wise Giving Alliance's guidelines for charitable promotions, all advertising and promotional materials for your event must clearly disclose to the public

the specific amount of money from the consumer's purchase that will be donated to SPSF NWA (e.g., "\$10 of each ticket purchased," "10% of the sales price of this product," etc.).

Making your donation...

- It will be necessary for you to provide us with a check for the event proceeds, along with an accounting of those proceeds, within an agreed-upon time (e.g., 60 days) following conclusion of the event.
- Sponsors, underwriters, attendees and participants must make their payment for the event directly to you, as the individual or organization conducting the event. **You cannot offer sponsors, underwriters, participants or attendees the option of writing their checks for the event directly to SPSF NWA for tax purposes, or otherwise allow them to make their event payment directly to SPSF NWA.** You also may not make any other statement or take any action which would imply that those payments are tax-deductible.
- If a sponsor, attendee or participant is interested in making a donation directly to SPSF NWA, separate and apart from the event fee, we will be pleased to accept and acknowledge those donations.
- We sincerely appreciate your desire to support SPSF NWA and our mission to create better, brighter futures for single parent families in NWA by offering encouragement and access to higher education.