



Guidelines for External Promotions

The Maryland Food Bank (MFB) is fortunate to have many organizations that want to help it achieve its mission to end hunger in Maryland. Due to the frequency of requests for external promotions, we have developed these guidelines to provide clear direction on expectations for both the organization holding the promotion and the MFB.

External promotions can include food drives, fund drives, cause-marketing campaigns and other events such as golf tournaments, etc. What they have in common is that the organization is promoting a product, event or service to the public, and that the promotion will benefit the MFB.

A proposed external promotion must:

- Raise money and/or food for the MFB
- Garner positive exposure for the MFB and hunger relief

The MFB cannot:

- 'Endorse' any product or service
- Act as an agent or perform services on behalf of an organization holding a promotion. This includes lending mailing lists for the purpose of developing sales leads, assisting in selling products or services, or recruiting promotion partners.
- Allow the organization to use its Tax ID number when purchasing products for the event.
- Incur any cost associated with the event.



**MARYLAND
FOOD BANK**
UNTIL HUNGER ENDS.

Event/Promotion Proposal

Contact Information

Name

Street Address

City/State/Zip

Phone #

E-Mail Address

Event/Promotion Type (food drive, concert, auction, etc.)

Dates of Event/Promotion

Start:

End:

Description of Event/Promotion (please be as specific as possible)

Has this Event/Promotion Been Held Before? If So, Please Describe the Results (# of people reached, dollars raised, food collected, etc.)

Estimated Financial or Other Benefit to the Maryland Food Bank:

What Role, if any, do you expect the Maryland Food Bank to play in this Event/Promotion?

What is your Publicity/Advertising Plan for this Event/Promotion? *(All promotional material must be submitted to the Maryland Food Bank for approval prior to promotion of the event.)*