

**Association of Fundraising Professionals- Hampton Roads (AFP-HR)**  
**Cross-Promotion Memorandum of Agreement**

**Thank you for your interest in partnering with AFP-HR**

For purposes of this policy, a cross-promotion event is defined as any arrangement, including contractual or otherwise to jointly undertake or promote an event with another association, business or non-profit organization. This policy applies whether or not AFP-HR is the one hosting or promoting the event.

Before making any decision to partner, both AFP-HR and any group/individual shall adhere to the following guidelines. Approval to promote another organization's event will be made by majority vote of the Executive Committee.

1. The event being promoted must uphold the mission, vision and values of AFP-HR.
2. AFP-HR Executive Committee must review and approve all promotional materials including but not limited to advertising, letters, brochures, flyers, press releases and web site content prior to production, posting or distribution.
3. Any event that also includes financial implications no longer is a cross-promotion event and must be considered as an AFP-HR sanctioned event and meet the stipulations outlined in the AFP-HR Financial Policies.
4. Once approved, a liaison of both AFP-HR and the partnering organization will ensure that the cross-promotion event continues to meet the event's defined objectives.

To support your event, AFP-HR will consider:	To support your event, AFP-HR cannot:
<ul style="list-style-type: none"><li>• Offering some advice on event planning</li><li>• Posting event on AFP-HR website and electronic newsletters</li><li>• Announcing event at monthly luncheons</li></ul>	<ul style="list-style-type: none"><li>• Guarantee on-site volunteers</li><li>• Share AFP-HR mailing lists or personal membership data</li><li>• Provide funding or reimbursement for expenses</li><li>• Provide insurance coverage</li><li>• Sign vendor contracts</li><li>• Solicit sponsors or donations</li></ul>

**Association of Fundraising Professionals- Hampton Roads (AFP-HR)**  
**COMMUNITY FUNDRAISING EVENTS: PROPOSAL FORM**  
(To be completed by sponsoring organization/individual)

NAME OF EVENT/PROMOTION:

DATE & TIME OF EVENT:

Location of event:

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Person:

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone numbers: (Home) \_\_\_\_\_ (Work/cell) \_\_\_\_\_

Event website (if applicable): \_\_\_\_\_

Is event open to the public? ☐ YES ☐ NO Admission fee: \$ \_\_\_\_\_

Event/Project Description:

Proposed marketing materials/activities (including posters, flyers, mailings, and web content):

How will the organization use AFP-HR's name and/or logo to promote the program/event? \*\*

\*\*AFP-HR must review and approve all marketing materials which include our name and/or logo.

Will any organization, other than AFP-HR be partnering to promote this event?

Please list the names of these organizations.

Signature for submitting organization/individual Title Date