



An Affiliate of the  
**CANCER SUPPORT COMMUNITY**

# COMMUNITY EVENTS GUIDELINES

As an individual, business, group, or organization in our community, we are grateful for your interest in supporting Gilda's Club Grand Rapids with the proceeds or a portion of the proceeds from your event.

Below, you will find a list of guidelines we ask you to work within, so we can maximize your efforts, maintain a positive relationship and keep the Gilda's Club Grand Rapids brand in a positive light in our community. As you read through the guidelines, please do not hesitate to contact us with any questions or concerns.

1. Please fill out our **Community Event Application** or contact Emma Buss, Events Coordinator, to discuss the intentions of your event.
2. What Gilda's Club is willing to provide for external events. These items are available for pick up or by email. On a case by case basis Gilda's Club may deliver the following items to the third-party venue or event contact in cases of extenuating circumstances:
  - We will provide our color logo for use in promotional material
  - We will promote the event as appropriate
  - We will provide representatives as we are able, with a minimum of 30 days' notice for scheduling purposes
  - We will provide printed promotional materials as we are able
    - Calendars\*
    - Gilda's Club Information Cards\*
    - LaughFest Information Cards\*
    - Impact Reports\*
    - Donation Envelopes
    - Flyers for upcoming Events\*
    - Club Red Information Packets\*

\*Available by email as a PDF

3. Your commitment to us:
  - You will secure proper licenses and insurances for the event
  - Prior to soliciting area companies for gifts larger then \$500, contact GCGR staff to coordinate the request.
  - You will use the name/logo of Gilda's Club Grand Rapids appropriately (i.e. not in the title of the event; use correct colors, do not manipulate logo)
  - You'll share with us media and promotional activity, so we can support and reinforce your efforts
  - You will provide a fundraising goal/estimate
  - Provide GCGR with a rough draft of all printed materials at least one week prior to printing, for our pre-approval
  - Provide GCGR with a final copy of all printed materials
  - Keep accurate financial records of the event and share budget information within one week after the event

For more information or to discuss an event idea, please contact Zack Berends, Event & Festival Manager at 616.453.8300 ext. 138 or [zberends@gildasclubgr.org](mailto:zberends@gildasclubgr.org).