



## Guidelines for third-party events

Please use this list as a quick reference guide during the planning of your event/fundraiser.

- The use of the Pegasus Farm logo and name may be used only after approval has been granted. All printed materials and other publicity to be published or broadcast with the logo or name must be submitted for review prior to printing and distribution.
- No announcement or publicity of any kind may be made until approval has been granted from Pegasus Farm.

Pegasus Farm can help you by:

- Providing you with Pegasus Farm logos, participant stories, informational materials and fact sheets.
- Selling tickets
- Providing volunteers for your event or project
- Soliciting sponsorship revenue
- Helping promote your event on social media, website and through our newsletter
- Sending thank you letters when we are provided with names and addresses

Thank you for supporting the mission of Pegasus Farm  
Please contact us if you have any questions.

Thank you,

Carol Lichtenwalter  
Executive Director, Pegasus Farm

# Event/Fundraiser Proposal Form

## 1. Event/Fundraiser information

Official name of event: \_\_\_\_\_

Date(s) and time(s): \_\_\_\_\_

Description of event: (Please explain in detail how funds will be raised; use attachments if necessary.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Location of event (with address):

\_\_\_\_\_

Have you held this event for Pegasus Farm in the past? Yes\_\_\_ No\_\_\_

## 2. Event/Fundraiser planning information

Name of planning organization/Individual: \_\_\_\_\_

Contact person: \_\_\_\_\_

Contact address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## 3. Financial information\*

Please list current sponsors: \_\_\_\_\_

\_\_\_\_\_

Please list possible sponsors: \_\_\_\_\_

\_\_\_\_\_

If one or more other charitable organizations benefit from this event/fundraiser please list the names of these organizations and describe the extent to which they will benefit. (i.e. %)

\_\_\_\_\_

Is there is a specific fund, program, etc. you want your donation designated to?

\_\_\_\_\_

\*refer to event budget worksheet for a detailed list of proposed expenses

**By signing below, I understand the responsibilities of Pegasus Farm and myself/organization as outlined in the guidelines provided. I also understand that Pegasus Farm is not liable for any injuries sustained at the event.**

\_\_\_\_\_  
**Signature**    **Relationship to Event**                      **Date**

(For Office Use Only)

Date received by Pegasus Farm: \_\_\_\_\_

APPROVED\_\_\_    DECLINED\_\_\_

\_\_\_\_\_  
**Authorized Signature**    **Date**

Reason for Decline: \_\_\_\_\_

Notes: \_\_\_\_\_

# Event/Fundraiser Budget Worksheet

(Please turn in with proposal forms)

**Event:** \_\_\_\_\_

**ANTICIPATED REVENUE:**

Ticket / tables sales (# x \$)	\$ _____
Auction proceeds	\$ _____
Donations	\$ _____
Raffle	\$ _____
Sponsorship	\$ _____
Entry Fees	\$ _____
Other _____	\$ _____

**TOTAL REVENUE:** \$ \_\_\_\_\_

**ANTICIPATED EXPENSES:**

Advertising	\$ _____
Decorations / flowers / supplies	\$ _____
Entertainment	\$ _____
Food / beverage	\$ _____
License fees	\$ _____
Location rental	\$ _____
Printing (invitations, signage, programs)	\$ _____
Photography	\$ _____
Prizes / Awards	\$ _____
Security	\$ _____
Other _____	\$ _____

**TOTAL EXPENSES:** \$ \_\_\_\_\_

**ANTICIPATED REVENUE LESS EXPENSES:** \$ \_\_\_\_\_

**Expenses should not exceed 25%  
of your anticipated revenue.**