

## BENEFIT EVENT GUIDELINES

- Any individual, business or organization that wants to raise funds for the Bob Woodruff Foundation (BWF) must first complete the Benefit Proposal Form for review by the Executive Director.
- Until an application has been approved, event organizers may not use the BWF name to begin soliciting sponsors and participants for the event.
- All event materials – including but not limited to advertising, press releases, flyers, posters, promotional items and public service announcements – that include Bob Woodruff, Bob Woodruff Family and/or the BWF name or logo must be approved in advance by the Executive Director.
- Due to high volume, BWF does not typically promote and/or market grassroots fundraising efforts.
- While the Bob Woodruff Family is the namesake of the Foundation, Bob Woodruff does not officially endorse BWF activities.
- BWF is the beneficiary, not the sponsor, of all benefit events. Promotional materials that use the BWF name or logo should use the phrase “to benefit the Bob Woodruff Foundation.” In addition, organizers should assure that all promotional materials and other related activities clearly indicate that the benefit event is for the benefit of BWF and that BWF is not a sponsor of the event.
- As a beneficiary of the event, BWF does not accept or assume any responsibility or liability for any circumstance arising from the event. All bills and other costs are the responsibility of individual, business or organization sponsoring the event and must be paid before BWF will accept any proceeds from the event.
- The sponsor retains full responsibility for the design and implementation of the event, including safety precautions. It is recommended that the sponsor obtain appropriate insurance coverages for accident or other unexpected negative circumstances.
- BWF is not affiliated in any way with ABC News or Disney.

I/we have read these Bob Woodruff Foundation Benefit Event Guidelines and I/we agree to adhere to these guidelines in planning and implementing our event. I/we understand the guidelines are not comprehensive and that all decision, including safety precautions, remain my/our full responsibility. Bob Woodruff Foundation does not accept any liability or responsibility associated with the event.

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Name

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Title

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Signature

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Date

## BENEFIT PROPOSAL FORM

Individual

Business/Corporation

Organization/Group (Non-Profit)

**Please note:** If you wish to sponsor an event to benefit the Bob Woodruff Foundation (BWF), you must complete this application for review by the BWF Executive Director. BWF does not advance monies or solicit sponsorship revenues for outside benefit events. Please return completed form to: **BWF, PO Box 955, Bristow, VA 20136 or fax it to: 703-859-7637.**

Thank you for considering the Bob Woodruff Foundation as the beneficiary of your event.

### EVENT DESCRIPTION

Name of Event: \_\_\_\_\_

Nature of Event (Please explain in detail):

\_\_\_\_\_

Has this program been done before? \_\_\_\_\_ When? \_\_\_\_\_

Location of event:

\_\_\_\_\_

Date of event: \_\_\_\_\_ Raindate: \_\_\_\_\_

Indoor      Outdoor      Hours of event: \_\_\_\_\_

Projected attendance: \_\_\_\_\_

Will any other charitable organization benefit from this event?    If so, please name and describe extent to which they will benefit.

\_\_\_\_\_

### EVENT CONTACT INFORMATION

Name of Business/Group/Organization:

\_\_\_\_\_

Address:

\_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone Number: (W) \_\_\_\_\_ (H) \_\_\_\_\_

Alternate Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone Number: (W) \_\_\_\_\_ (H) \_\_\_\_\_

Number of years in existence: \_\_\_\_\_ Number of employees/members: \_\_\_\_\_

Previous relationship with BWF:  
\_\_\_\_\_  
\_\_\_\_\_

**PUBLICITY  
and  
PROMOTION**

BWF requires the review of all materials which are intended for public dissemination. Please check the types of promotional activity you will be involved in:

Press releases will be sent to: \_\_\_\_\_

Flyers will be distributed to: \_\_\_\_\_

Public Service Announcements will be sent to:  
\_\_\_\_\_

Request a BWF Representative to attend the event

Request BWF Logo

Request BWF official photos

Other:  
\_\_\_\_\_

**PROJECTED  
EXPENSES/  
INCOME**

Costs Projected: \$ \_\_\_\_\_ Income Projected: \$ \_\_\_\_\_

Estimated Donation: \$ \_\_\_\_\_

How will proceeds of event be transmitted to BWF:

Cash    Check    Other \_\_\_\_\_

Expected transmittal date of net/gross proceeds: \_\_\_\_\_

**IF APPLICABLE**

List of businesses you plan on asking to support this event:  
\_\_\_\_\_  
\_\_\_\_\_

**FOR BWF OFFICE USE ONLY:**

Date received: \_\_\_\_\_

Executive Director Approved \_\_\_ YES \_\_\_ NO      Date: \_\_\_\_\_

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

Sanction letter sent Staff Assigned \_\_\_\_\_

\$ Amt. Received \_\_\_\_\_ Date Received \_\_\_\_\_ Acknowledgment sent \_\_\_

Check presentation? Date/Time \_\_\_\_\_