



Your Third Party Event Package

Getting Started

We are thrilled that you have decided to host a fundraising event and have elected to name STEAM Education Centres as the recipient of the funds raised! Your efforts help STEAM Centre provide awesome hands-on instruction and learning experiences to prepare our community for the pace of innovation in the 21st Century.

With your help, STEAM Centre can replace and update technology used in school field-trips, after-school workshops, and our makerspace as needed. STEAM Centre workshops teach students how to use modern technology to design and build solutions for the future. Using 3D printers, laser cutters, raw materials, and classroom appropriate technology, we provide dynamic learning activities to inspire and challenge the next generation of innovators, inventors and creators.

STEAM Centre and the students supported by your contribution are incredibly grateful for your help! These are learning opportunities that can improve and change someone's life - whether it's the student identifying and creating the change or the person whose life is improved because of it! We absolutely could not offer this support to our local youth without your generosity. We are so grateful for your commitment to STEAM Education Centres and we wish you great success with your fundraising event!

To help you move through the planning process of planning a 3rd Party Event, we have prepared this package as a reference tool. If at any time you need additional support or for us to answer specific questions, we are here to help! Please don't hesitate to contact directly at 226-212-0048.

Steps for Planning Your Event

1. Develop your idea

Decide what kind of event you want to host by coming up with an idea or a theme for your event. Some examples include "A-thons", barbeques, dinners, auctions, Game Jams, bake sales, holiday celebrations, or sporting events.

2. Establish a Fundraising Goal

Try to be realistic when setting your fundraising goal. If you exceed your target, all the better! Ensure that your fundraising goal is attainable beyond any expenses that your event incurs. Use a budget to help you determine whether or not your fundraising goal is realistic.

3. Determine the Budget

A budget will you a starting point, and help you to outline expected revenue and expenses. Additionally, you can use a budget to determine what your breakeven point is (ie. how much money you have to make to gain back all expenses incurred) and what will be left over as fundraising profit.

4. Submit Your Event Proposal

Complete the 3rd Party Event Proposal Form and Budget (both forms attached), and submit them to STEAM Education Centres. Forms may be submitted in hard copy, or electronically.

5. Once Approved... Planning & Organization

Congratulations! You have received approval to host your 3rd Party Event! Now it is time to actually plan the event and prepare for the big day(s)! Remember to stay organized as you work through planning out all the details of the event to help keep track of what has been completed and what still needs to be done, to effectively lead your team of volunteers, and to make sure that you are sticking to your budget. Creating to-do lists and working with your team to develop timelines for tasks are great ways to stay organized.

6. Promote your Event!

Don't forget to tell everyone that your event is coming up! Use flyers, social media, a website, or other marketing materials to get the word out. Tell all your friends and family to spread the word as well!

We encourage you to use the STEAM Education Centres logo on your promotional materials. Once your event has been approved, we will send you our logo kit. We ask that for you submit all designs for approval before they go out or go to print.

7. Post-Event Wrap Up and Thanks

After your fantastic event is over, count everything up, ensure all expenses have been paid, and submit the final proceeds to STEAM Centre. We ask that funds be submitted no later than 30 days after your event. Interested in running your event again? Make sure to do a wrap-up meeting with everyone who contributed to your event to gain feedback on the event. Finding out what worked and what didn't will help you to host an even better event the second time around!

In our experience, people really appreciate being thanked for their generosity of time and treasures (ie. Money)! In fact, research shows that people are hesitant to give to a cause a second time if they haven't been thanked for their first gift! You may wish to send out thank you notes to stakeholders who supported your event, including sponsors, donors, volunteers and participants. Let them know how much money was raised and how their contribution helped to support STEAM Education Centre in a meaningful way.

Submitting an Event Proposal

If you are interested in planning an event or program to benefit STEAM Education Centres, we ask that you submit a completed and signed proposal.

A full proposal consists of **two** documents:

- 3rd Party Event Proposal Form
- Budget

Both documents can be found within this package.

We ask that your proposal be submitted at least two months prior to the date the event is set to take place. We will review each proposal to see if it is feasible and if it fits with our organization's goals and objectives. Once approved, you may begin to plan your special event!

Event Criteria

The following is a list of criteria which we use to evaluate each event proposal:

- Does the event support the mission and vision of the STEAM Education Centres?
- Does the event have a realistic budget, timeline, and plan?
- What are the estimated proceeds from the event?
- Who will lead the event and will there be other committee members?
- Does the event honour an individual or mark a special occasion?
- Will the event raise funds for areas of priority as determined by STEAM Education Centres?

Our Contribution

As you plan and execute your event, we at STEAM Centre will be here to help. We will contribute advice, expertise, mentoring, and the following promotional support:

- The use of the STEAM Education Centres logo and branding (upon approval)
- A letter of endorsement for your event
- STEAM Centre representation where possible
- STEAM Centre website & social media promotion
- STEAM Centre internal distribution
- Donor recognition where applicable after the event in publications, electronic communications, social media, and the media
- Donation receipts to those who give \$20 or more to your event.

The following is a list of things that STEAM Education Centre and its staff cannot do:

- Provide funding or reimbursement of event expenses
- Provide mail and/or email lists of contacts such as donor lists and staff lists
- Advertise event other than what is listed
- Guarantee attendance of staff or volunteers at your event
- Provide prizes, auction items, or awards
- Apply for gaming licenses, e.g. bingo or raffle licenses on your behalf
- Provide insurance

Rules & Regulations

STEAM Education Centres would like to ensure you have a wonderful event. To be sure, we ask you follow these rules and regulations so we can help you be as successful as possible:

- All third party events require completion and approval of the STEAM Education Centres 3rd Party Event Proposal Form and Budget to the best of your ability

- We ask that you immediately advise STEAM Education Centres of any substantial changes in your fundraising event, i.e. anticipated revenue, location, date, expected number of guests, etc.
- Fundraising events and programs must comply with all relevant municipal, provincial, and federal laws and be consistent with the mission and vision of STEAM Education Centres
- All publicity (including media releases, print/promotional material) for the proposed event must be approved by STEAM Education Centres prior to being printed or released
- The STEAM Education Centres name and logo may not be used by a third party event on an ongoing basis unless permission in writing has been granted to the third party by STEAM Education Centres
- The event coordinator will obtain all necessary permits, licenses, and insurance for the event and provide proof of said permits, licenses, and insurance as requested
- All funds and tax receipt information, in compliance with CRA regulations, must be obtained by STEAM Education Centres within 30 days after the event
- STEAM Education Centres shall have the right at any time and for any reason to request that the event organizer/third party event cease to use the name of STEAM Education Centres in connection with the event, and the event organizer/third party shall use its best efforts to comply with such request
- STEAM Education Centres will not assume any legal or financial liability at a third party event
- STEAM Education Centres is not responsible for any damage, accidents to persons or property at third party events
- Any alterations to any guidelines provided in this agreement must be made in writing and agreed to by STEAM Education Centres

Please complete, sign and return the original 3rd Party Event Proposal Form to the address below, or submit it electronically to the email address provided. Please keep a copy for your files. We will acknowledge your application within approximately 24 hours and approve within approximately one week.

STEAM Education Centres
168 Curtis St., Unit B
St. Thomas, ON
N5P 3W9

T: (226) 212-0048
E: info@steameducation.ca
W: www.steameducation.ca

Contact Information:

Name of Person or Organization Planning Event _____

Main Contact Name _____

Mailing Address _____

City/Province _____ Postal Code _____

Main Telephone _____ Alternate Telephone _____

Additional Contacts (please list) _____

Main Contact Email Address _____

Event Information:

Name of Proposed Event _____

Event Date(s) _____ Event Time _____

Event Location _____

Address of Location _____

Description of Event (attach separately if necessary) _____

Will this be a multi-year event to benefit STEAM Education Centres? Yes _____ No _____ Unknown _____

What is your target demographic? _____

How will funds be raised (e.g. tick sales, raffles, sponsors, etc.)? _____

Cost per person to attend? _____ Are you seeking sponsorship? Yes _____ No _____

If yes, whom are you seeking sponsorship from (attach a list if necessary) _____

Estimated revenue from event _____ Estimated expenses _____

Estimated donation to STEAM Education Centres _____

If you already have a comprehensive budget, please attach it separately. Otherwise, please fill out the following fields to the best of your ability.

Proposed Budget (List all expenses even if you expect them to be donated):

| | | | |
|-----------------|----------|-------------------------|----------|
| Location/Venue | \$ _____ | Total Expenses | \$ _____ |
| Food/Beverage | \$ _____ | Total Expected Income | \$ _____ |
| Printing | \$ _____ | (-) Total Expenses | \$ _____ |
| Advertising | \$ _____ | Revenue to STEAM Centre | \$ _____ |
| Prizes | \$ _____ | | |
| Other (specify) | \$ _____ | | |

*All expenses will be paid from the proceeds or directly by the event organizer. Receipts must be provided.

Logistics

Please circle the appropriate answers on how you intend to promote the event:

Brochures/Flyers/Posters Newsletters Social Media Print Ads Radio/TV Ads Personal Network Email

Other (please specify): _____

Will alcohol be served? If yes, how? _____

Who will obtain the liquor license? _____

Has liability insurance been arranged? If so, please provide details: _____

Do we have your permission to promote your event on our website? Yes _____ No _____

Do we have permission to release your name and contact info to the media? Yes _____ No _____

- 1) I acknowledge that STEAM Education Centres, its auditors, or other authorities may request verification of event revenue. I agree to provide all requested and/or required financial records and keep said records for two years from the event date.
- 2) STEAM Education Centres shall incur no legal or financial liability whatsoever associated with this event.
- 3) I agree to provide staffing and/or volunteers for this event.
- 4) The proceeds from this event will be directed to the highest priority at STEAM Education Centres, unless otherwise stated.
- 5) Net proceeds from this 3rd Party Event together with all the related financial reports will be remitted to STEAM Education Centres within 30 days of the 3rd Party Event date.
- 6) If STEAM Education Centres has concerns about the way the event is being implemented and such concerns are not immediately addressed, STEAM Education Centres has the right to cancel this agreement by giving the third party 24 hours' notice. STEAM Education Centres is not responsible for damages that may result from cancellation.

By my/our signature/s below, I/we acknowledge that I/we:

- Have received a copy of the STEAM Education Centres 3rd Party Hosted Event Package;
- Understand and agree to follow these procedures, related STEAM Education Centres policies and applicable legislation.

Further, I/we agree to:

- Indemnify and hold harmless STEAM Education Centres and all its officers, directors and employees from all claims and liabilities in any way related to this event;
- Comply with all relevant municipal, provincial and federal laws;
- Enact liability insurance coverage and waivers with the STEAM Education Centres as required.

Event Name _____

Printed Name _____ Signature _____

Witness Printed Name _____ Signature _____

Date _____ (Send a signed original form to STEAM Education Centres)