

# Community Event APPLICATION

# Cause Marketing

Thank you for your commitment to raise funds for CancerCare Manitoba Foundation. All funds raised through your cause marketing campaign will stay in Manitoba.

Campaign Name: .....

Start Date: ..... End Date: .....

Campaign Contact: .....

Organization (if applicable): .....

Address: .....

City: ..... Province: ..... Postal Code: .....

Email: ..... Phone Number: .....

Website: .....

**Social Media Handles** Facebook: ..... Other: .....

Twitter: ..... Instagram: .....

## ▶ CAMPAIGN INFORMATION

Briefly describe your cause marketing campaign (details and location):

.....  
.....  
.....  
.....

Is there a particular area you would like the funds to support? .....

How frequent is your campaign?                      one-time                      annual                      ongoing

Would you like an online donation page created?                      Yes                      No

*Please note a member of our events team will reach out to get this donation page set up for you.*



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*All funds raised stay in Manitoba.*

Once your campaign has been approved, we would be pleased to provide support materials, subject to availability. Please indicate which items you are interested in.

Banners

Brochures

Ribbons

Donation Forms

Coin Box

Temporary Tattoos

Lawn Signs

Letters of Confirmation

► **PUBLICITY INFORMATION**

Are you planning on promoting this campaign to the public?      Yes                      No

Briefly describe how your campaign will be publicized:

.....  
.....  
.....  
.....

Will you be seeking approval to use the CCMF name and/or logo in any of your promotional materials?

Yes                      No

Do you expect to involve the media?      Yes                      No

ALL PROMOTIONAL MATERIAL BEARING THE CCMF NAME AND/OR LOGO MUST BE SENT TO THE FOUNDATION FOR APPROVAL IN ADVANCE OF PRINTING OR DISPLAYING.

► **FUNDRAISING/FINANCIAL INFORMATION**

Understanding that it is difficult to predict revenue, please indicate your fundraising goals to the best of your ability.

.....  
.....  
.....  
.....

Are there any other charities benefitting from this campaign?      Yes                      No

If yes, which charities? .....

If yes, what percentage of the total charitable amount will CCMF receive? .....%

If CCMF is not the sole beneficiary of the campaign, the % or portion of proceeds to be donated to CCMF must be clearly indicated in all promotion.

► **AGREEMENT FOR COMMUNITY EVENT CAUSE MARKETING CAMPAIGN  
BENEFITING CANCERCARE MANITOBA FOUNDATION**

....., the campaign organizer, agrees to organize and implement a cause marketing campaign to benefit CancerCare Manitoba Foundation.

The cause marketing campaign shall be described and publicly referred to as follows:

.....  
The campaign organizer agrees to use only the authorized name or logo of CancerCare Manitoba Foundation in any media or printed materials relating to the cause marketing campaign (if name to be used).

No cost or liability associated with this campaign shall be incurred by CancerCare Manitoba Foundation.

The campaign organizer agrees to handle any monetary transactions and to present the proceeds to CancerCare Manitoba Foundation within 30 days of the campaign end date.

The campaign organizer will obtain all necessary permits, licenses or insurance.

The campaign organizer agrees to follow CancerCare Manitoba Foundation’s receipting policies that adhere to Canada Revenue Agency regulations.

CancerCare Manitoba Foundation reserves at any time the right to withdraw the use of its name.

If the campaign is cancelled, the organizer will notify CancerCare Manitoba Foundation prior to the original campaign start date.

Signed: .....  
CAMPAIGN ORGANIZER

Date: .....

Signed: .....  
CCMF REPRESENTATIVE

Date: .....

► **FOR MORE INFORMATION OR ASSISTANCE:**

Please contact our **Community Events team** at [special.events@cancercare.mb.ca](mailto:special.events@cancercare.mb.ca) or 204-784-2777

[cancercarefdn.mb.ca](http://cancercarefdn.mb.ca)

  @cancercarembfdn

  CancerCare Manitoba Foundation



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