

**Fundraising and Sponsorship Proposal Application  
For Bluffton University student groups, classes, athletics team**

To: Robin Bowlus, director of Public Relations – bowlusr@bluffton.edu

From:

E-mail:

Date:

Subject:

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**Name of Fundraiser or Sponsorship:**

*A fundraiser is an event where you are asking people to give money for a product or a cause.*

*A sponsorship is when you are asking, often times a business, to provide funding for a specific project or event.*

**Name of campus group sponsoring this event:**

**Name of faculty/staff advisor or coach:**

**Timing:**

Please specify **dates of fundraiser** including mail/email outreach (from start date to end date) and **when funds will be received** from constituents (during those dates are some other time).

**Purpose of fundraiser:**

Why is the fundraiser/sponsorship necessary?

Who will this help?

**Sponsorship:**

What audiences will be solicited for sponsorships (cash and product donations)? Please provide an exact list of the companies' names.

Who specifically will be making the "ask" for the sponsorships?

**How it works:**

Provide exact detail about the specifics of the fundraiser/sponsorship, including advertising/promotion plans and timing. Be specific about what campus facilities will be used for this event.

**Fundraising Goal:**      Between \$      - \$

**Benefits:** ex. Finances off-season training, teaches students about philanthropy, enhances community involvement, etc.

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Signature of faculty/staff advisor or coach: \_\_\_\_\_

*\*Your proposal will not be processed without this signature. Faculty/staff advisors and coaches are ultimately responsible to make sure the fundraiser follows best practices regarding money processing, contracts with vendors, brand standards use (more info is on the faculty/staff web page), product delivery and distribution, following campus code of conduct and community relations.*

Materials you plan to use to promote this event (letters, posters, etc.) need to be reviewed with your advisor/coach before being distributed.

If you are from an athletics team, James Grandey, associate AD for development, needs to sign with his support of this project, in addition to your coach: \_\_\_\_\_

*Note: Some events may require additional approval from the Vice President with oversight for the organization, class or team (athletics director), if the event involves liability issues or contractual agreements with vendors. After review of your application, you will be notified if your application has been sent on to the appropriate VP or athletics director for their approval.*

Once approved, this form will be returned to you and your advisor or coach. If your proposal is denied, you will receive an e-mail from the director of public relations.

Signature for fundraising approval: \_\_\_\_\_

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