



## PROMOTIONAL AGREEMENT FORM

Promotional Agreement between Easter Seals BC & Yukon & \_\_\_\_\_  
Company Name

\_\_\_\_\_ **agrees to:**  
Company Name

- Cover all of its own costs associated with the \_\_\_\_\_ fundraising initiative.  
Company Name
- Recruit and manage volunteers/staff who will implement the initiative.
- Obtain written pre-authorization (e-mail satisfactory) from Easter Seals BC/Yukon for all advertising, event-related promotional materials and media releases which include the name or logo of Easter Seals BC/Yukon.
- Ensure the public is aware that the fundraising activity is not being conducted by Easter Seals BC/Yukon but has been initiated by \_\_\_\_\_ and that proceeds raised will be channeled to Easter Seals BC/Yukon.  
Company Name
- Indicate in all promotional materials related to the initiative the minimum amount that will be donated to Easter Seals BC/Yukon and how these funds will be used.
- Present Easter Seals BC/Yukon with a cheque at the conclusion of the \_\_\_\_\_ running from \_\_\_\_\_ to \_\_\_\_\_.  
Start Date                      End Date                      Event Name
- Ensure that its activities comply with [Imagine Canada's Ethical Fundraising and Financial Accountability Code](#) and Canada Revenue Agency guidelines.
- Not use Easter Seals BC/Yukon logo in any shape or form on any printed material except for: Proceeds to benefit "Programs & Services of Easter Seals BC/Yukon"

### Goods and Proceeds:

- Goods: The items to be sold are:  
\_\_\_\_\_  
\_\_\_\_\_ Only these items are covered by this agreement.
- Proceeds to Charity: A portion of the proceeds from the sale of these Goods will go to Easter Seals BC/Yukon.
- Termination: If you sell items not listed as Goods or fail to direct proceeds as agreed, this agreement may be terminated.

### Easter Seals BC/Yukon:

- Agrees to provide a single point of contact through the Engagement & Philanthropy Department.
- Agrees to provide an Engagement & Philanthropy representative to participate in meetings with any potential vendor/retailer.
- Designates the Gift to support Programs & Services of Easter Seals BC/Yukon.



## Receipting:

1. Advertising, marketing, or promotions are not eligible for an income tax receipt.
2. The company cheque to Easter Seals BC/Yukon can be mailed directly to **The British Columbia Lions Society for Children with Disabilities**, 3981 Oak Street, Vancouver, BC V6H 4H5; Attn: Development Coordinator
3. Tax receipts cannot be issued for the cost of donated services. This includes but is not limited to special services used for fundraising events. If the initiative involves solicitation of charitable donations from various individuals, then the organizer of the initiative must provide a list of individual donors including their mailing address and the date and amount of donation.

## Good to Know:

1. Easter Seals BC/Yukon is not responsible for any expenses associated with a fundraising event/promotion/program.

## Recognition:

1. Easter Seals BC/Yukon will be pleased to provide recognition commensurate with level of support provided by

\_\_\_\_\_

Company Name

## Agreement Term:

1. This agreement is effective as of \_\_\_\_\_ and shall remain effective until notice of termination by either of the parties.  
Date

## Termination:

1. Either party may terminate this agreement at any time for any reason and without any liability or penalty upon thirty (30) days advance written notice to the other.

Once again thank you for your interest and willingness to support our organization's efforts.

\_\_\_\_\_  
Lisa Beck, President & CEO

Easter Seals BC/Yukon

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company Name