



Charitable Special Events, Benefits & Promotions

Your spirit and unique contribution to The Trevor Project is greatly appreciated. The Trevor Project is accountable to the public and the youth we serve to maintain certain criteria in fundraising. To that end, the following guidelines have been developed to serve as standards for those who organize special events, benefits or promotions (“Host”), on behalf of The Trevor Project.

After reviewing these guidelines, [please complete and sign the application](#) and return it to:

THE TREVOR PROJECT
ATTN: 3rd Party Events- <EVENT NAME>
8704 Santa Monica Blvd., Ste 200
West Hollywood, CA 90069

For further information, please contact: info@thetrevorproject.org or call (310) 271-8845.

Guidelines

1. The Trevor Project believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to The Trevor Project; exceptions may be made for first-year events and on a case-by-case basis. As a general rule, The Trevor Project holds to the standards set forth in the Better Business Bureau guidelines. Events held by or benefiting The Trevor Project are encouraged to keep expenses to 30% of gross revenue.
2. If the Host represents to the public that a percentage of proceeds will benefit The Trevor Project, Host should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 30 days after the conclusion of the special event, benefit or promotion.
3. The Host agrees to submit all financial proceeds within 14 days from the event to The Trevor Project Offices: THE TREVOR PROJECT, ATTN: 3rd Party Events- <EVENT NAME>, 8704 Santa Monica Blvd., Ste 200, West Hollywood, CA 90069
4. The Host must request written permission to use The Trevor Project’s name and/or logo. Completion of the Application for Charitable Special Events, Benefits & Promotions may constitute such a request. No use of The Trevor Project’s name and/or logo will be allowed without a written agreement.
5. Host’s charitable special event, benefit or promotion should put forward a favorable community image. To that end, The Trevor Project must review and approve all promotional materials, press materials and collateral that mention The Trevor Project or display The Trevor Project logo prior to production and distribution.
6. Host’s charitable special event, benefit or promotion should be promoted and conducted in a manner that avoids the appearance of The Trevor Project endorsing any product, firm, organization, or service.
7. Host agrees to inform The Trevor Project of any effort to recruit corporate sponsorship or other financial underwriters for any special event or promotion benefiting The Trevor Project. This will ensure our sponsorship and fundraising efforts do not overlap.

Guidelines (Cont.)

8. The Trevor Project is not responsible for ticket sales or other administrative aspects of the Host's events. The Host must have the means to sell tickets, send invitations, and/or publicize the event, if necessary. The Trevor Project is not financially liable for the promotion and/or staging of special events or promotions to benefit The Trevor Project.
9. Host is responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions for participation in special events are quite specific, and The Trevor Project can provide information and guidance on this matter.
10. Host is responsible for obtaining any necessary permits and clearances required by the government and compliance with all applicable laws.
11. If insurance is required for the event, Host must obtain appropriate insurance coverage and provide proof of insurance to The Trevor Project no less than 2 weeks prior to the special event, benefit or promotion.
12. All references to The Trevor Project in publicity and promotional materials for the event or promotion should include the full name, The Trevor Project. Where appropriate, inclusion of the tag line, "Saving the lives of LGBTQ youth," should also be used.
13. The Trevor Project can provide tax acknowledgement letters for donations made by credit card via [TheTrevorProject.org](https://www.thetrevorproject.org), or by personal check made out to The Trevor Project. Donations made in cash are ineligible for tax acknowledgement.
14. The Trevor Project is available to discuss a gift restriction favored by the Host to the event or promotion. However, The Trevor Project reserves the right to use the funds generated as it sees fit without restriction by the Host.
15. Host's event, benefit or promotion should be consistent with the mission of The Trevor Project. (If unclear, please contact Trevor staff.)
16. Host's event, benefit or promotion cannot conflict with existing events of The Trevor Project.



Charitable Special Events, Benefits & Promotions

Instructions for Application:

Please read the [Guidelines for Charitable Special Events, Benefits & Promotions](#) before completing this application. Complete as much of it as you can. It is possible that not all questions will apply to your particular benefit, in which case, it is acceptable to move to the next response. Please direct questions to info@thetrevorproject.org or call (310) 271-8845.

Date of Application: _____

Name/Organization: _____

Contact: _____

Address: _____

City, State, Zip: _____

Daytime phone: _____

Fax: _____

Email: _____

Special Event, or Promotion Name: _____

Description: _____

Date(s): _____

Rain date(s) *if applicable*: _____

Hours: _____

Location: _____

Budget Information (Please attach details.)

Projected Income: _____

Projected Expense: _____

Projected Donation: _____



Sponsors/Underwriters: _____

Other Funding Sources: _____

Publicity/Promotion (e.g., brochures, posters, website, advertising buys, etc.): _____

Insurance (*If applicable, submit copies of insurance to The Trevor Project 14 days prior to the event.*)

Company: _____

Type: _____

Will other charitable organizations benefit from this event? (Please list): _____

Applicant has read the [Guidelines for Charitable Special Events, Benefits & Promotions](#) and agrees to abide by them. The Trevor Project is not liable to any party or vendor for any fees, costs or payments of any kind, and Applicant agrees to indemnify and hold harmless The Trevor Project against any claims by third parties or vendors for such fees, costs or payments incurred pursuant to this agreement.

Signature: _____

Date: _____

Please return completed form via email to info@thetrevorproject.org or mail to:

THE TREVOR PROJECT
ATTN: 3rd Party Events - <EVENT NAME>
9056 Santa Monica Blvd., Ste 208
West Hollywood, CA 90069

APPENDIX A

I. Sharing the Trevor Project Mission

- a. In order to acquaint your participants with the Trevor Project, the following statement may be shared on e-communications or promotional materials:

“The Trevor Project is the leading national organization focused on crisis intervention and suicide prevention efforts among LGBTQ youth. Every day, The Trevor Project saves young lives through its free and confidential lifeline, in-school workshops, educational materials, online resources and advocacy. For more information, visit www.TheTrevorProject.org.”

- b. An appropriate short tagline to describe The Trevor Project can be substituted for more informal materials when used in conjunction with the logo:

“Saving the lives of LGBTQ youth”

- c. Any requests for changes to the language above should be sent to: info@thetrevorproject.org. *Please do not include any alternative language until it has been approved.*

II. Promotion by The Trevor Project – E-Blasts

- a. A once-monthly email communication is available to promote events. E-Blasts are sent on the 1st of each month to The Trevor Project supporters. In order to participate in the e-blasts, Hosts must have submitted a completed Application for Charitable Special Events, Benefits & Promotions and conform to the following:

- a. Due to the volume of requests, we may only include your event in one e-blast.

- b. Host must provide final and approved artwork to The Trevor Project no later than the 25th of the Preceding Month.

- c. Final Artwork must be submitted to info@thetrevorproject.org

1. All artwork received after the 25th will be queued for the following month’s e-blast cycle

- b. Artwork Details

- a. A hi-resolution JPEG is preferred, but a PDF is also acceptable.

- b. DIMENSIONS for submitted artwork must measure 600 (w) x 900 (h) pixels OR 900 (w) x 600 (h) pixels. We cannot guarantee e-blast inclusion for any artwork outside these dimensions.

III. Promotion by The Trevor Project – Social Networks

- a. The Trevor Project may also promote your activity via our social networks

- a. Facebook Links may be shared via The Trevor Project’s Facebook Page

1. Event or Fan pages must be created and maintained by the Host.

- b. Youth-relevant activities may be promoted through The Trevor Project’s youth-focused social networking site, TrevorSpace. Such promotions will be determined on a case-by-case basis.

The Trevor Project

SAVING YOUNG LIVES

The Trevor Project's Logo

COLOR OPTIONS



White or black versions of the logo can be used on backgrounds with contrasting combinations of colors. The logo should **never** be any color other than Trevor Orange, black or white.



MINIMUM CLEARSPACE

Minimum clearspace around logo is equal to the height of the "t" in "Project."



LOGO TAGLINE

If the size of the logo renders the tagline illegible, the logo without the tagline may be used. However, this exception must be approved by The Trevor Project.



WHAT NOT TO DO

Our logo or The Trevor Project as a brand can not be associated with any event that promotes or references overt sexual practices or sexualized imagery, drug use or inappropriate/lewd behavior towards youth. The Trevor Project reserves all rights to request such graphics be changed or our logo be removed from an event graphic or other collateral that violate these guidelines. Any questions should be directed to The Trevor Project.

MINIMUM REPRODUCTION SIZE

To maintain clarity, legibility and integrity of logo, do not reproduce smaller than these sizes.



Permissions and Trademark Guidelines

The Trevor Project's logo represents a brand through which the organization is known to the world. As such, it serves a unifying function by which all aspects of the organization become easily recognizable to the public and to our constituents. It is essential that our brand be strong, differentiating, and consistent. Communicating our brand consistently in all our external communications will create the most favorable image of our organization. Any variation of the logo must be avoided, as this would reduce the unifying function of the brand.

The Trevor Project's official logo may not be used by any other organization without the express written consent of the organization. Permissible uses of the logo include use on materials for educational events sponsored by the organization and online links to the website at either the local or the national level. Other logo uses are only permissible when approved by The Trevor Project. The logo may not be used on non-organizational materials, including websites, brochures and flyers without the express written consent of the organization.