



**Nonprofit Partners Program
Manual and Agreement - 2016**



**The Sunrise Rotary Foundation &
The Rotary Club of Westlake Village Sunrise**





January 2016

Dear Charity/ Non-Profit Partner,

Welcome to our Rotary Club's Nonprofit Partner Program and Ticket Plan for this year's annual **California Jazz and Wine Festival**, scheduled for **Sunday, April 17, 2016**, at the beautiful Four Seasons Hotel in Westlake Village, California. This year's fundraising event benefits music therapy programs at Children's Hospital Los Angeles and other non-profits and charities such as yours. The California Jazz and Wine Fest (CJWF) is sponsored by the Rotary Club of Westlake Village Sunrise through its 501(c)(3) non-profit foundation, The Sunrise Rotary Foundation.

Our Rotary Club, Westlake Village Sunrise, meets at 7:00 AM each Friday morning at the North Ranch Country Club, at 4761 Valley Spring Drive in Westlake Village. We invite you to visit us anytime during the campaign. We are also available to come to your next meeting if so desired or schedule a time to meet in person with you and/or your Board.

This year our goal is to raise money to benefit music therapy programs at Children's Hospital Los Angeles and other Rotary charities, locally and globally.

In the past 10 years, our Club's nonprofit partner programs have raised over \$575,000 for charitable causes. This year, we'd like to invite your organization to partner with us for CJWF ticket sales. Your organization receives \$25 for each general admission ticket you sell, and \$50 for each VIP ticket you sell. It is that simple.

A general ticket admission is \$100 and a VIP ticket is \$150. The general admission ticket includes tastings of wine, brews and spirits and food samples from local restaurants, caterers and the Four Seasons. A VIP ticket includes all of the general admission offerings PLUS free valet parking and exclusive access one hour early to the event and more.

Rotary International, founded in 1905, has over 33,000 clubs and 1.2 Million members. It is the largest and oldest Service organization in the world with clubs in over 200 countries. From worldwide Polio eradication to Meals on Wheels in the Conejo Valley, our members follow our universal motto of **Service Above Self**.

We look forward to helping you make this fundraising event as successful as possible for your organization. This manual has been developed as a resource to provide answers to most of the questions you may have. You can also get information from our event website at californiajazzwine.com

We look forward to partnering with you and helping you raise funds for your organization.

Sincerely,

Nancy LaSota, Club President 2015-2016
Rotary Club of Westlake Village Sunrise

Margo White, Nonprofit Partner Chair, melvinmargo@gmail.com
Nadine Rothermel, Event Chair, nrothermel1112@gmail.com



Important CJWF 2016 Dates

- **February**
Ticket sales will begin the first of February for CJWF 2016. Partners are invited to join us for breakfast at any of our regular Rotary Club of Westlake Village Sunrise meetings held at the North Ranch Country Club on Fridays at 7:00 AM. Contact the Nonprofit Partner Program Chair, ask questions, request flyers, get your organization's special PROMO CODE, and anything else you may need to be ready to start selling!
- **April 4, 2016**
Last day to commit to the number of volunteers your organization can provide to help at the event.
- **April 17, 2016 – Event Day**
Tickets may be purchased online. Buyers will be prompted to specify your organization's special PROMO CODE. Tickets may be purchased through the day of the event, online or at the gate, unless it is sold out. Your patrons and supporters must reference your PROMO CODE or organization name at the ticket booth to ensure your organization receives credit for the ticket sale.
- **June 17, 2016 – Payout**
Distribution of the event's proceeds will be made during our regular club meeting at the North Ranch Country Club in Westlake Village, CA. We like handing out checks to our partners in person, but you need not be present to receive it. Organizations not present will receive a check by mail by June 30, 2016.

What is the California Jazz & Wine Fest?

The Fest was started as a way to help fund the musical arts programs of local public high schools. The program has expanded to other music education programs, and charitable service projects. This year our guests will gather indoors at the beautiful Four Seasons Hotel where jazz and wine enthusiasts can enjoy an afternoon of music and wine, brews and spirits as well as food samples. There is no other event like it in Southern California that specifically focuses on jazz and wine. The Fest is entering its fifth successful year and continues to get rave reviews from critics and participants alike. **The event is for adults 21 and over as alcoholic beverages are served to attendees. No children under 21 are allowed at the event, including infants. Also, no pets are allowed at hotel. Valet parking is available for VIP ticket holders.**

What is the Nonprofit Partner Program?

The Rotary Club of Westlake Village Sunrise offers an event-based ticket revenue sharing program to raise money for its own charitable programs and to assist other nonprofit organizations in the local community to raise funds for their programs. The Nonprofit Partner Program offers a set amount of return to each contracted 501(c)3 partner, based on the type of



ticket sold. Over the years, our combined partner programs have raised more than \$575,000 for local charitable organizations.

How does the Nonprofit Partner Program Work?

As a Nonprofit Partner, you sign an agreement to help sell tickets for the California Jazz and Wine Fest. There is no quota. For each ticket you sell, your organization will receive \$25 for each General Admission ticket purchased or \$50 for each VIP ticket you sell. To help us keep track of your sales, your organization will be assigned a PROMO CODE which will allow us to follow your sales. Any online tickets purchased with your PROMO CODE will be attributed to you. We also need volunteers to help run our event. For those who provide people to help staff our event, we will thank you with a donation to your Organization. Information about the California Jazz and Wine Fest and the Nonprofit Partner Program can be found and downloaded at www.californiajazzwine.com. The website will be updated regularly.

Why Should My Nonprofit Participate?

The Nonprofit Partner Ticket Sales Program is offered to qualified 501(c)(3) organizations as a means to help them with their fundraising activities. ***There is no cost to your organization to participate in the program.*** The Rotary Club organizes and runs the event. There will be flyers which you can download and customize, an informative web site and blog, and other promotional opportunities.

Why Will People Buy Tickets From My Organization?

Make sure they know they will be helping your organization fund your important programs. While they have the opportunity to attend a fantastic event. Remind them your organization will receive a dollar portion of each ticket sale. If your supporters don't buy their tickets from you, they miss out on an opportunity to help you with your fundraising. Again, your organization will receive **a portion of each ticket you sell**, whether bought online or at the event gate.

Nonprofit Partner PROMO CODES

When you receive this packet, Rotary will assign your organization a unique **Partner PROMO CODE**. **Please record this in the Key Information section of this manual.** This PROMO CODE will be essential to your organization getting credit for any online or entry gate ticket sales.

Ticket Sales Online

Share your **Nonprofit Partner PROMO CODE** with your supporters and tell them to go to the ticket tab on the event website (californiajazzwine.com) to purchase tickets online. Your supporters **MUST** enter your **unique PROMO CODE** to ensure your organization gets credit for the sale. Ticket purchasers will receive an email confirmation of their sale and a printable PDF bar-coded ticket. They must print this bar-coded ticket and present it at the event gate for entry. Bar coded tickets are unique, and each ticket will admit only one person. Ticket purchaser names also will be on file at the event gate.



What if I need paper tickets?

Let us know and we will get bar-coded tickets for you. We will need to know what quantity you need to have printed. There is no charge to you for those tickets. The tickets will automatically be assigned to your PROMO CODE and organization.

Ticket Sales at the Gate

Your organization will receive credit for any entry gate sales that reference your unique **PROMO CODE** or organization **NAME**. Ticket sales at the gate are at full price.

When Does My Organization Receive Our Proceeds?

Checks will be distributed to our Nonprofit Partners on **June 17, 2016** at our Club's regular 7:00 a.m. breakfast meeting at North Ranch Country Club. You need not be present to receive your check. Checks that are not picked up at that breakfast will be mailed by June 30, 2016 to the contact name and address on file.

Ensuring Your Organization Gets the Credit

The Rotary Club of Westlake Village Sunrise has no other way to honor or track the sale to your organization if your organization is not referenced in one of the ways mentioned below:

- If a ticket is purchased online, the purchaser must submit your organization's **Nonprofit Partner PROMO CODE** to credit your organization with the sale.
- If purchased at the event, your organization's **NAME** or **Nonprofit Partner PROMO CODE** must be referenced so that we can award your organization credit for the sale.

Partnering for Publicity

The Rotary Club of Westlake Village Sunrise will be providing additional publicity regarding the event through advertising, local media, calendar listings and a social media campaign.

You may publicize your participation in the Nonprofit Partner Program and the event by creating your own publicity information, such as

- Including your PROMO CODE and event ticket sales webpage in your newsletter
- Press releases referring to your organization
- Use of the official CJWF logo to create a button link on your website to the event ticket sales page from your website or email newsletters.

If you decide not to use the promotional materials provided by our Rotary Club, then you will be required to submit your information to the Nonprofit Partner Chair for review prior to



publication. This is to ensure that the information is correct and accurately reflects the California Jazz and Wine Fest. All publicity must include reference to **The Rotary Club of Westlake Village Sunrise**. Rotary and CJWF logos will be available for downloading via the event website. Contact Margo White, melvinmargo@gmail.com or Nadine Rothermel, nrothermel1112@gmail.com if you need to have materials reviewed, or need help.

Promotional Material

You will be provided with customizable CJWF business cards (where you can write in your PROMO CODE) and 2-sided PDF flyer featuring all of the event information (see examples below). The flyers have a space where you can insert your coupon code as a reference. The flyer should be used to promote the event, ticket sales and your organization.

Volunteering at the Event

An event such as the California Jazz and Wine Festival requires volunteers to make it successful. We would appreciate the use of additional hearts and hands on the day of the event. While not required of your organization, this can be a wonderful complement to your ticket sales to help raise more funds for your nonprofit organization. A donation will be made to your organization from the Sunrise Rotary Foundation. We will highlight your organization in the event program as well as announce you as an event participant from the stage. If you can provide volunteers, please contact **Margo White**, melvinmargo@gmail.com or the Volunteer Chair, **Michael Zapf**, at mazdpm@gmail.com.

Key Information

1. Record your organization's special PROMO CODE here:
2. You must be 21 years of age or older to attend or volunteer during the event. No exceptions. Alcoholic beverages will be served.
3. To ensure your organization receives credit for any tickets sold, purchasers must reference your organization's PROMO CODE at the time of the online purchase or entry gate sale.
4. General Admission and VIP tickets will be available for purchase online. The purchaser of a General Admission or VIP ticket referencing a Nonprofit Partner PROMO CODE must be made known online or at the gate.
5. Electronic ticket sales are accepted up to April 17, 2016, the day of the event. Tickets must be presented for gate entry at the event.
6. Your organization will receive credit for any entry gate sales that reference your unique PROMO CODE or organization NAME.
7. There is no required minimum or limit to the number of tickets your organization can sell. There is no limit to how much your organization can earn through this Partner Program agreement.



8. The Rotary Club of Westlake Village Sunrise reserves the right to cancel this fundraiser if enough tickets are not sold. In the event of cancellation, all sales will be refunded in full.
9. The Rotary Club of Westlake Village's nonprofit foundation is the Sunrise Rotary Foundation and is a 501(c)(3) organization, FEIN #77-0253850.
10. Questions can be directed to:
Margo White, Nonprofit Program Chair – melvinmargo@gmail.com
Nadine Rothermel, Event Chair – nrothermel1112@gmail.com.







April 17, 2016 | 1:00 – 5:00 pm
 Four Seasons Hotel | Westlake Village, CA

AGREEMENT TO PARTICIPATE IN NONPROFIT PARTNER PROGRAM

This agreement establishes the responsibilities of _____, a 501(c) (3) organization whose tax ID number is _____ as a participant in the 2016 Nonprofit Partner Program for the CALIFORNIA JAZZ AND WINE FEST sponsored by the Rotary Club of Westlake Village Sunrise via its 501(c)(3) non-profit foundation, the Sunrise Rotary Foundation.

What you need to do in order to participate in the 2016 Nonprofit Partner Program

- Be a 501(c)(3) organization.
- Provide the Rotary Club of Westlake Village Sunrise with your Federal Tax Identification Number and a completed, signed copy of this form.
- Assign a chairperson from your organization who will represent you in all aspects of the Nonprofit Partner Program.
- Promote ticket sales by sharing your unique PROMO CODE along with the event website address of www.californiajazzwine.com.
- Conform to all rules, laws and regulations associated with the Nonprofit Partner Program as provided to you by the Rotary Club of Westlake Village Sunrise.

What the Sunrise Rotary Foundation and the Rotary Club of Westlake Village Sunrise will do:

- Provide you with your unique PROMO CODE for tracking ticket sales to your organization.
- Provide the link to the California Jazz and Wine Fest online ticketing.
- Provide generic flyers and other information that you can use to publicize both the California Jazz and Wine Festival and your organization.
- Provide generic publicity for the California Jazz and Wine Fest.
- Provide a web site for information about the California Jazz and Wine Fest.
- Invite Nonprofit Partners to join the Rotary Club of Westlake Village Sunrise for breakfast on June 17, 2016 at our regular Friday 7 AM club meeting. We will present your organization with a check reflecting sales that have been attributed to your organization. If a representative cannot be present to receive the check in person, the check will be mailed to the name and address of the contact on record.

Organization:		Accepted by:	Rotary Club of Westlake Village Sunrise
Signature		Signature	
Date		Date	
Printed Name		Printed Name	
Title		Title	
Contact Phone		COMPLETE and give or scan and email to: Margo White – melvinmargo@gmail.com	
Email			
Mailing Address			
City, Zip			



