

THE BEST FUNDRAISER

California
STATE★FAIR
JULY 8 - 24, 2016

Raise Money for Your Favorite Charity

Fundraising for your non-profit organization has never been easier, thanks to a new California State Fair program that allows non-profit partners to sell tickets to the 2016 California State Fair with a promo code and receive a percentage of the proceeds back from each sale! To take full advantage of this great opportunity, all you have to do is:

- 1** Complete the short application to become a designated non-profit ticket seller.
- 2** We'll provide you a promo code that you can send out to your database for your supporters to use when they order tickets online at the California State Fair.
- 3** Use our free promotional toolkit to attach specially-designed graphics to your Facebook posts and other electronic media you send out.
- 4** After the State Fair, you'll receive a check that totals \$1 back for every ticket (excluding parking) that is purchased online with your promo code.

It's a simple and effective turn-key fundraiser that we're happy to offer in order to give back to the various non-profit organizations that help make California the Best Place to Live, Work and Play.

For more than 160 years, the California State Fair has worked hard to showcase the strengths of our Golden State. We take pride in also being a public community resource year round. We appreciate our community partners and look forward to working with you.

CAStateFair.org/community

#CAStateFair



APPLICATION FOR NON-PROFIT ORGANIZATIONS

PART A

2016 STATE FAIR TICKET PROMOTION & SALES PROGRAM

INSTRUCTIONS: Thank you for your interest in becoming a designated non-profit ticket partner for the upcoming 2016 California State Fair (July 8 - 24, 2016). This program is open to recognized California non-profit organizations, in good standing. Please complete the following application and submit to boxoffice@calexpo.com. Allow 5 business days for processing.

NON-PROFIT INFORMATION:

NAME OF NON-PROFIT: _____

EMPLOYER ID NUMBER (FEIN): _____ ISSUE DATE: _____

CALIFORNIA CORPORATION NUMBER: _____ ISSUE DATE: _____

ADDRESS: _____

CITY: _____ ZIP: _____

AGENT NAME: _____ PHONE: _____

WEBSITE (if one exists): _____

POINT OF CONTACT:

CONTACT PERSON: _____ TITLE: _____

DAY TIME PHONE: _____ EVENING PHONE: _____

EMAIL: _____

THE FOLLOWING DOCUMENTS MUST BE ATTACHED TO THIS APPLICATION:

Non-Profit Profile & Discount Code Request

Most recent non-profit tax filing or IRS letter verifying current non-profit tax exempt status

STD 204 – Payee Data Record

CERTIFICATION:

I, _____, hereby certify that I am a designated agent of _____ and have provided information here that is complete and accurate, particularly information associated with current non-profit tax exempt status. I understand that this application does not provide any right to sell tickets and is subject to review/approval of California Exposition & State Fair. I understand that incomplete applications may not be considered and/or rejected and no advertising may occur until a letter of understanding is executed and a unique non-profit sales code is issued.

SIGNATURE: _____ **TITLE:** _____ **DATE:** _____

OFFICE USE ONLY:

DATE RECEIVED: _____ INITIALS: _____

DATE PROCESSED: _____ APPROVED INCOMPLETE DECLINED

DISCOUNT CODE ISSUED: _____ ISSUE DATE: _____



NON-PROFIT PROFILE & DISCOUNT CODE REQUEST

PART B

2016 STATE FAIR TICKET PROMOTION & SALES PROGRAM

INSTRUCTIONS: Thank you for your interest in becoming a designated non-profit ticket partner for the upcoming 2016 California State Fair (July 8 - 24, 2016). Please complete this form, attach to the Application for Non-Profit Organizations (Part A).

NON-PROFIT INFORMATION:

NAME OF NON-PROFIT: _____ YEAR ESTABLISHED: _____

WEBSITE (if one exists): _____

MISSION: Please provide a brief overview of the mission of your organization, including key programs, beneficiaries, or any other relevant information. You may attach an additional page of information, if you so desire.

OUTREACH & MARKETING ASSETS: Please provide the following information as a way for the California State Fair to evaluate your proposed outreach efforts for the State Fair Non-Profit Ticket Program.

- Hard copy **mailing** sent to _____ contacts.
- Email or digital **newsletter** sent to _____ contacts.
- Posts to the Non-Profit's **Facebook** page with _____ followers.
- Posts to the Non-Profit's **Twitter** account with _____ followers.
- Posts to the Non-Profit's **Instagram** account with _____ followers.
- Other outreach - please describe _____

PREFERRED DISCOUNT CODE: If approved, the Non-Profit will be issued a unique discount code of up to 15-characters. Please suggest possible codes that reflect your organization or can be easily identified by your supporters.

Examples: StateFair2016 or FriendsOfFair

Option 1: _____

Option 2: _____