



Watauga Humane Society

Donation Partnership Agreement

Community-Focused Fundraising for Animals in Need

Charitable Sales Promotion / Co-Venture Terms and Conditions

This document establishes standard terms and conditions for a cooperative promotional effort to raise funds for Watauga Humane Society and support its mission to improve the lives of companion animals and the people who love them. Watauga Humane Society, a North Carolina 501(c)(3) nonprofit is located at 312 Paws Way, Boone, NC 28607.

Campaign Opportunities

Watauga Humane Society invites your business to participate in one (or both!) of our flexible, community-driven fundraising opportunities:

Dining Days Promotion

Your restaurant or café selects a day (or series of days) to donate a percentage of sales to WHS. We promote your business through our social media, email newsletters, and event graphics—helping boost visibility and drive traffic. Dining Days are scheduled at least one quarter in advance to allow time for marketing and media coverage.

Round-Up Campaigns & Drink Promotions

Cafés, bars, and breweries can participate through a “Cheers to Charity” campaign—donating \$1 per featured drink, 5% of select sales, or hosting a themed event like “Pints for Paws” or “Lattes for Love.” WHS provides marketing support and social promotion to ensure your event’s success.

Most partners contribute between **5%–15%** of sales, but all support is welcome. Every sip, sale, and share helps our pets!

Nature and Terms of Promotion

- [Your Business] agrees to conduct a charitable promotion at a date and time agreed upon by both parties.
- The business agrees to donate a set amount based on total sales during the promotion period to WHS.
- WHS and Business will promote through social media, in-store materials, emailed newsletters, and other appropriate channels. WHS grants permission for use of its logo in accordance with branding guidelines.

Termination

Either party may cancel the fundraising event no less than 10 business days prior to expected event. Any donations or accounting due at that time must be submitted within 30 days of termination.

Payment & Accounting

Donations must be submitted to WHS within 90 days of the promotion's end.

Checks should be made payable to **Watauga Humane Society** and sent to **PO Box 1835, Boone, NC 28607**

Disclosure of Donation

All marketing materials must clearly state:

- The donation amount or percentage being given
- The specific date(s) of the promotion

Use of Intellectual Property

WHS grants a limited, non-exclusive, non-transferable license to use its name and logo solely in connection with this promotion.

Statement of Relationship

All public promotions must include this language (or similar):

“For every purchase on [Insert Date], [Insert Business Name] will donate [Insert % or \$ amount] to Watauga Humane Society.”

Compliance

Both parties agree to comply with all local and state laws applicable to charitable promotions and co-venture agreements.

For more information about how to plan an event, please contact Director of Development and Communications Courtney Taylor at courtneyt@watagauhumane.org or 828.266.9843.