

Stick it to Cancer Hockey Fundraiser Toolkit

Every Game Makes a Difference

Thank you for choosing to support the Cancer Foundation of Saskatchewan through **Stick It to Cancer**.

Hockey has always brought Saskatchewan communities together. Now your team can make an impact beyond the scoreboard by helping improve cancer care for people and families across our province.

Whether you're hosting a minor hockey game, tournament, senior matchup, or high school event, every dollar raised here stays in Saskatchewan to fund cancer research, patient care and comfort, screening and early detection, and equipment and technology.

Follow the steps below and our team will be here to support you during the process.

Every dollar donated stays in Saskatchewan, helping over 6,500 cancer patients diagnosed each year.



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STEPS TO A SUCCESSFUL *STICK IT TO CANCER* FUNDRAISER

This is a step-by-step guide to help your fundraiser be a success!

Step 1: Choose your Game

The first step is deciding what type of hockey event you'd like to turn into a *Stick It to Cancer* fundraiser.

Every game has the opportunity to make a difference.

Game Day Fundraising Ideas:

- Chuck-a-Puck
- Silent Auction
- Jersey Auction
- Donation Table
- Online Donations
- "Stick It to Cancer" Dedication Wall

Step 2: Register Your Event

The sooner you tell the Foundation about your *Stick it to Cancer* fundraiser, the more support and advice we can provide through your planning process.

Complete the *Stick it to Cancer* Application form and submit it to the Foundation.

Email: info@cancerfoundationsask.ca

Once received we will review your application and contact you to discuss how the Foundation can help support your event and how your event can support cancer patients. Please do not promote your event before this time.

Step 3: Build your team

Great fundraisers don't happen alone.

Recruit coaches, parents, team managers, volunteers, players, and community members to help organize your event.

Some volunteer roles include:

- Sponsorship Coordinator
- Donations & Auctions
- Chuck-a-Puck Volunteers
- Registration Table
- Merchandise Sales
- Social Media
- Photographer
- Set-up & Take-down
- Finance

Many hands make light work, and everyone has something valuable to contribute.

Step 4: Make a plan

Before game day, take time to answer a few key questions.

- What game will be your *Stick It to Cancer* game?
- What fundraising activities will you include?
- Who will help organize the event?
- What supplies do you need?
- Will you need volunteers?
- How will you recognize those affected by cancer?
- How will you collect donations?
- Will you have sponsors?
- How will you promote your fundraiser?

Creating a simple plan early will make game day much smoother.

Step 5: Pick a date and venue

Most teams choose to host their fundraiser during:

- Home opener
- Rivalry game
- Tournament weekend
- Playoffs
- Hockey Day in Saskatchewan
- Minor Hockey Week

Step 6: Make a budget

A budget helps maximize the amount donated to the Cancer Foundation of Saskatchewan.

Potential Revenue:

- Sponsorships
- Donations
- Online Fundraising
- Merchandise
- Silent Auction
- Jersey Auction
- Chuck-a-Puck
- Concession Sales

Potential Expenses:

- Printing
- Jerseys
- Decorations
- Advertising
- Food & Beverage
- Auction Supplies
- Facility Rental
- Entertainment

Remember: Event organizers are responsible for covering event expenses before submitting the net proceeds to the Foundation.

Step 7: Sponsors and Gifts-in-Kind

Community support can make a big impact on your *Stick It to Cancer* fundraiser. Sponsorships and gifts-in-kind help reduce event expenses, allowing more funds to support cancer care in Saskatchewan.

A sponsor is an individual or business that provides financial support in exchange for recognition or advertising opportunities at your event.

A gift-in-kind is a donation of goods or services that helps offset event costs, such as:

- Printing services
- Food and beverages
- Ice rental
- Auction items
- Jerseys or apparel
- Decorations
- Audio/visual equipment
- Prizes for contests

If you are approaching businesses for support, the Cancer Foundation of Saskatchewan can provide a Letter of Endorsement confirming your event has been approved.

Please Note:

- Donations used to cover event expenses are not eligible for a charitable tax receipt.
- Sponsorship recognition must be approved by the Foundation when using Foundation branding.
- Sponsorship donations receiving recognition are not eligible for a charitable tax receipt. See tax receipting guidelines for more information.

Step 8: Start Fundraising

You don't have to wait until the day of your event to start raising money. You can begin collecting donations for the Foundation via cash, cheque or credit card in advance.

Please ensure cheques are made out to: *Cancer Foundation of Saskatchewan*

Please make sure to record donor information including their name, complete mailing address and phone number, as well as the donation amount. This information is required for the Foundation to send charitable tax receipts and thank you letters.

Please send all donations and donor information to the Foundation **within 30 days** following your event.

Online Fundraising

The Foundation has the ability to set up your own online donation website for your fundraiser. Contact us today to discuss setting it up.

Note: The online donation site cannot be used to take payments for revenue you plan to use for expenses, such as ticket sales, registrations or sponsorships. Funds collected through the online

donation website come directly to the Foundation, are tax receipted right automatically and therefore cannot be reimbursed to the event to cover expenses.

Step 9: Promote your Game

The more people who know about your *Stick It To Cancer* game, the greater your impact.

Start promoting your fundraiser early and encourage donations before the event through:

- Your online fundraising page
- Use social media to promote your event via Facebook, Twitter, or Instagram.
- Team newsletters & Websites
- League Communications
- Email campaigns
- Sponsor matching
- Community businesses
- Friends and family
- Free local event calendars online
- Local Community Associations - signs and in newsletters
- Posters on public bulletin boards at places like community/recreation centres
- Local media outlets – radio, newspaper or on television stations.

Don't Forget To:

- Tag the Cancer Foundation of Saskatchewan using @cancerfdnsask
- Share your fundraising page
- Introduce the cause behind your fundraiser
- Thank your sponsors
- Share updates leading up to game day

Use campaign hashtags:

[#CancerFoundationSaskatchewan](#) [#StrongerTogether](#) [#RaisedHereStaysHere](#) [#skcanceragency](#)
[#saskatchewan](#) [#StickItToCancerSask](#)

Step 10: Track your progress

When planning a fundraiser or event, it's important to stay organized. Here's a checklist to get you started.

Stick It to Cancer Planning Checklist

☐ Register your fundraiser	☐ Promote your event
☐ Submit your Event Application	☐ Arrange prizes or auction items
☐ Set your fundraising goal	☐ Prepare donation collection methods
☐ Recruit volunteers	☐ Confirm volunteers
☐ Choose fundraising activities	☐ Recognize sponsors
☐ Secure sponsors	☐ Thank donors and volunteers
☐ Request your online fundraising page	☐ Submit proceeds within 30 days
☐ Book your arena (if required)	☐ Share event photos with the Foundation
☐ Order promotional materials	☐ Start planning next year's game

Step 11: Celebrate Your Success!

Game day has arrived! Take a moment to enjoy everything your team has accomplished.

Whether you raised \$500 or \$10,000, your fundraiser is helping improve cancer care for Saskatchewan patients and families.

Celebrate your volunteers, players, coaches, officials, sponsors, and community members who helped make your event possible.

Most importantly, celebrate the difference you've made.

Step 12: After the Final Buzzer

Your *Stick It To Cancer* fundraiser doesn't end when the game is over.

After Your Event:

- Pay any outstanding expenses.
- Calculate your net proceeds.
- Submit all funds to the Cancer Foundation of Saskatchewan within 30 days.
- Provide donor information for charitable tax receipting (where applicable).
- Share event photos with the Foundation.
- Thank your volunteers, sponsors, donors, and participants.
- Announce your fundraising total to your community.
- Meet with your organizing committee to discuss what went well and what could be improved.
- Start planning next year's *Stick It To Cancer* event.

Every year your event grows, your community grows, and your impact grows too.

How can the Cancer Foundation of Saskatchewan help?

Once your fundraiser has been approved by the Foundation, we can provide the following:

- Event planning advice to assist with the planning process
- Resources for your event such as pledge forms, Foundation signage and informational materials
- Direct donation link with a QR code
- Cancer Foundation of Saskatchewan proud supporter logo for use in your promotions
- Charitable tax receipting or acknowledgement letters for sponsorship amounts (if applicable)

The Foundation is NOT able to:

- Fund or reimburse expenses
- Provide lists/contact information of donors or sponsors
- Provide media contacts
- Solicit sponsorships or prizes
- Manage revenue and expenses
- Apply for or obtain liquor licences or liability insurance for the event

How can you help the Foundation?

- Adhere to the rules and regulations regarding tax receipting
- Adhere to the rules and regulations regarding Raffle Licenses
- Provide photos from the event to the Foundation to help promote and celebrate your event
- When sharing how much you have fundraised with your supporters and the public, please report the net total (after expenses) – this is the same total that you will submit to the Foundation
- Submit all funds raised within 30 days of the event – if your event is in November or December, please discuss with the Foundation regarding timings of year-end and tax receipting

Recognition

Once your event has concluded we would like to recognize your efforts and your support of the Foundation!

All events will receive the following recognition:

- Listed in the Foundation's quarterly E-newsletter
- Highlighted in the Foundation's quarterly Events Recap social post
- Listed annually on the Foundation's Donor Recognition Walls Community Events Panel in the Saskatoon Cancer Centre and the Allan Blair Cancer Centre in Regina
- Listed under Community Events in the Foundation's Annual Donor Report

Events that raise over \$5,000 cumulatively will also receive:

- Listed in perpetuity on the Foundation's Donor Recognition Walls Lifetime Giving panel in the Saskatoon Cancer Centre and Allan Blair Cancer Centre in Regina
- A social post from the Foundation highlighting your event!

Logo Use Guidelines & Branding

The Foundation has a logo specifically for use by fundraisers and for events. Please contact us for our logo.

Any materials with the Foundations logo require approval **prior to printing or publishing**.

Please do not alter or combine logos.

Proud Supporter of



Proud Supporter of



Proud Supporter of



Not shown: all white logo for use on dark backgrounds.

On social media, be sure to tag accounts for businesses or people who are involved in the fundraiser.

Tag the Foundation in your posts using @cancerfdnsask

You can also tag our partner, the Saskatchewan Cancer Agency @saskcancer

Use the Foundation and Agency hashtags:

#CancerFoundationSaskatchewan #strongertogether #RaisedHereStaysHere
#skcanceragency #saskatchewan

Stick it to Cancer Hashtag: StickItToCancerSask

Marketing, Materials, and social media including the Foundation must be respectful.

Tax Receipting Information

The Cancer Foundation of Saskatchewan is committed to following the rules and regulations set out by the Canada Revenue Agency (CRA) and to protecting our charitable status.

IMPORTANT: Review the rules about tax receipting before you plan your event.



Thank you for choosing to support cancer patients in Saskatchewan!

It is your responsibility to communicate decisions surrounding tax receipting to the participants of your fundraiser, so be sure you understand and that you are clear about what you can and cannot offer.

When in doubt, do not promise a tax receipt and contact the Foundation.

CRA Definition of a Gift

A gift is a voluntary transfer of property (usually money or an item) to a registered charity without the donor receiving a benefit in return.

If a donor receives something of value, the payment is not a gift. In some situations, a portion of the payment may qualify as a gift (split receipting).

What Is Required to Issue a Tax Receipt

To issue a tax receipt, the Foundation must have:

- The true donor's full legal name (the person who actually gave the money or item)
- The true donor's address, including postal code
- Amount donated or fair market value of the gift
- Confirmation the donor did not receive an undue benefit

Charitable tax receipts can only be issued by the Cancer Foundation of Saskatchewan, not by event organizers.

Event Ticket Purchases

Event tickets usually include benefits such as food, beverages, entertainment, or a gift to the purchaser.

Partial charitable tax receipting (split receipting) may apply when the ticket price exceeds the fair market value of benefits received. In this case, the split receipt amount equals the ticket price minus the fair market value of all benefits.

The Foundation must assist with determining this value.

Sponsorships

Sponsorships can not receive a charitable tax receipt when the purpose is marketing or advertising. This includes any recognition for sponsors through logos, signage, promotions, social media, print or digital advertising, or tickets.

Keep in mind, a sponsorship may receive a charitable tax receipt in limited situations when:

- The donor is an individual and would receive no benefit from marketing or advertising
- There is no public advertising, promotion or special recognition
- There is no expectation of marketing benefit

All sponsorships must be reviewed by the Foundation before receipting commitments are made.

Silent and Live Auction Items – Donors of Items

The donor may receive a charitable tax receipt if:

- The item is not part of a sponsorship
- The fair market value can be determined
- The donation is property, not a service

Charitable tax receipts **cannot** be issued for:

- Donated services
- Items from business inventory
- Gift cards donated directly by a business

Silent and Live Auction Purchases – Buyers

Auction buyers do not normally receive a charitable tax receipt. However, a partial charitable tax receipt may be issued if the winning bid is 125% or more of fair market value. Only the amount above fair market value qualifies as a gift.

Gift Cards

Gift cards donated directly by a business do not qualify for a charitable tax receipt.

If an individual purchases a gift card and donates it, and provides proof of purchase, a charitable tax receipt can be provided.

Collections of Funds

A charitable tax receipt can only be provided to the true donor.

The person or business collecting funds cannot receive a charitable tax receipt for the total amount. Each donor must be individually identified.

The true donor's name, mailing address and donation amount is required to issue a charitable tax receipt. If donor information is missing, a receipt cannot be issued.

Games of Chance & Games of Skill

A charitable tax receipt can **not** be issued for raffles, 50/50 draws, games of chance, games of skill or any purchase made for a chance to win a prize.

Final Guidance

- Never promise a charitable tax receipt unless you are certain it qualifies.
- When benefits are involved, assume it can not be receipted until confirmed.
- Always involve the Foundation for ticket pricing, sponsorships, and auction valuations.

If you have other questions regarding tax receipts, please contact us at 1-844-735-5590

Social Media

Facebook, LinkedIn & Instagram

Social media is one of the best ways to build excitement before, during, and after your *Stick It to Cancer* game.

Before Your Event

- Announce your fundraiser.
- Introduce who you're playing for.
- Share your fundraising goal.
- Highlight sponsors.
- Encourage online donations.

During Your Event

- Share behind-the-scenes photos.
- Post game-day updates.
- Recognize survivors and honorees.
- Celebrate fundraising milestones.

After Your Event

- Announce your fundraising total.
- Thank your volunteers.
- Thank your sponsors.
- Share team photos.
- Celebrate your community's impact.

Promote your event through Facebook, Instagram, X (Twitter) & Tik Tok. Be sure to tag accounts for businesses or people who are involved in the fundraiser.

Tag the Foundation in your posts using @cancerfdnsask

You can also tag our partner, the Saskatchewan Cancer Agency @saskcancer

Use the Foundation and Agency hashtags:

#CancerFoundationSaskatchewan #strongertogether #RaisedHereStaysHere
#skcanceragency #saskatchewan

Stick it to Cancer Hashtag: StickItToCancerSask

Marketing

Promote your *Stick it To Cancer* game through:

- Your online fundraising page
- Use social media to promote your event via Facebook, Twitter, or Instagram.
- Team newsletters & Websites
- League Communications
- Email campaigns
- Sponsor matching
- Community businesses

- Friends and family
- Free local event calendars online
- Local Community Associations - signs and in newsletters
- Posters on public bulletin boards at places like community/recreation centres
- Local media outlets – radio, newspaper or on television stations.

Don't Forget To:

- Tag the Cancer Foundation of Saskatchewan
- Share your fundraising page
- Introduce the cause behind your fundraiser
- Thank your sponsors
- Share updates leading up to game day

Send out a Media Advisory

- Use a **media advisory** to give media advanced notice of your event. Follow the attached “who, what where, when and why format” to help get your message across to the media as quickly and clearly as possible. A media advisory shouldn’t be longer than one page and should be sent to media approximately 3-5 days prior to an event.

Crowd Release Notice

If you plan to use photographs or video from your fundraiser on social media, websites, or promotional materials, attendees should be informed that photography and video recording may occur.

Post Crowd Release signage at entrances whenever possible.

Attendance at the event indicates consent for images and video to be used for promotional purposes by the event organizer and the Cancer Foundation of Saskatchewan.

Licences and Insurance

Some activities require special licences and insurance including liquor licences. Check with your venue for any special licence needs.

Depending on your event, this may include:

- Facility agreements
- Liability insurance
- Food permits
- Liquor licenses
- Municipal permits

As a volunteer, you and your event are not covered under any of the Foundation’s insurance

policies. We advise you have your own insurance for any activities you undertake. Please check with your local municipality to determine what permits or licences are required to host an event.

Raffle Licences

A Saskatchewan Liquor and Gaming Association (SLGA) license is required for all lottery or gaming activity at your event when it is in support of the Cancer Foundation of Saskatchewan. SLGA defines a raffle as any tickets sold on a random chance of winning a prize. This includes 50/50 draws, raffle tables, elimination draws, calendar draws, sports pools, rubber duck races or derbies.

An organization eligible to apply for a license must be a charitable or religious group that is required to use its proceeds for a charitable or religious purpose.

The Cancer Foundation of Saskatchewan is responsible for complying with the provisions set out in the Criminal Code, The Alcohol and Gaming Regulation Act, 1997, and Terms and Conditions upon which the license is issued.

Failure to comply may result in suspension or revocation of a License or refusal of future Licenses and as such, **we are no longer able to provide a license to every event request.**

Games of Skill

Games of Skill are an excellent alternative to a Game of Chance as they do not require a raffle license.

Games of Skill ideas:

- | | |
|--|--|
| ☐ Chuck-a-Puck | ☐ Hockey Trivia |
| ☐ Shoot for the Prize | ☐ Guess the Score |

Every Shift Makes a Difference

Every dollar raised through *Stick It to Cancer* stays in Saskatchewan, helping improve cancer care for people and families across our province. Because together, we're not just playing hockey. ***We're playing for hope.***

Good luck and thank you! We couldn't do it without you!

Stick It to Cancer Application Form



THANK YOU for your interest in hosting a Stick It to Cancer event to support the Cancer Foundation of Saskatchewan. We raise funds to support the Saskatchewan Cancer Agency for patient care and treatment. Every dollar raised - 100% - stays in Saskatchewan

Before organizing your event, please complete this application and the acknowledgments form, and email them to info@cancerfoundationsask.ca

If you have any questions or require further information, please contact us at 1-844-735-5590 or the email provided above.

CONTACT INFORMATION:

Contact Name: _____ Contact Email: _____
Contact Address: _____ Contact Phone: _____
City/Province: _____ Postal Code: _____

EVENT INFORMATION:

Event Name: _____
Address/Location: _____
Date of Event: _____ Start Time: _____ End Time: _____ # of Attendees: _____

Event Description:

Would you like to use the Foundation's proud supporter logo on promotional materials/website? ☐ **Yes** ☐ **No**

If yes, please provide communications contact information: _____

Please note: The Foundation reserves the right to approve any final print/design.

Specific area/campaign to direct the event donations? (i.e. Allan Blair Cancer Centre, Saskatoon Cancer Centre).
Chat with us for more information!

☐ Greatest Patient Needs ☐ Specific Area: _____

ACKNOWLEDGEMENTS:

I acknowledge that the Foundation reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in this application.

Applicant Name

Applicant Signature

Date

Stick It to Cancer Application Form



Acknowledgements:

I acknowledge that the Foundation reserves the right to withdraw its name from the event at any time.

I acknowledge that I have read and agree to the Foundation's receipting policy as described in this document.

I acknowledge that any expenses incurred are my responsibility and the Cancer Foundation of Saskatchewan is not responsible for any losses I may incur.

I acknowledge and agree to respect the confidentiality of personal information provided by donors or event participants.

I acknowledge that I am fully responsible for obtaining appropriate insurance for my event. I agree to advise participants in my event of any risks and, if applicable, I will obtain a waiver of liability from each participant or their parent/guardian.

I acknowledge that I will not hold an unlicensed raffle of any kind.

I acknowledge that I am fully responsible for obtaining all necessary permits, licenses and insurance for my event. I agree to conduct my event in a safe manner and to adhere to all federal, provincial, and municipal laws.

I acknowledge that I will adhere to the Foundation's guidelines and policies as outlined in the Community Events Toolkit.

I hereby indemnify and hold the Cancer Foundation of Saskatchewan, its Officers and Directors, harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities, damages, recoveries and deficiencies, including interest, penalties and reasonable legal fees that may be incurred or suffered by the Cancer Foundation of Saskatchewan which arise, result from or relate to my event.

Applicant Name

Applicant Signature

Date



Thank you for choosing to support cancer patients in Saskatchewan!

Pledge Form

Proud Supporter of
Cancer Foundation of Saskatchewan



FUNDRAISER NAME	Mailing address	
City/Town	Prov.	Postal Code
Email	Phone	

DONATION INFORMATION - Please print clearly, thank you!
All mailing information is required to issue a charitable tax receipt. Charitable tax receipts will be automatically issued for donations over \$20, or upon request.

DONOR NAME	Mailing address	☐ Cash ☐ Cheque - Payable to Cancer Foundation of Sask ☐ MasterCard ☐ VISA ☐ AMEX	Donation \$
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City/Town	Prov.	Postal Code	Card #	Receipt	Yes	No
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Email	Phone	Exp date (mm/yy)
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DONOR NAME	Mailing address	☐ Cash ☐ Cheque - Payable to Cancer Foundation of Sask ☐ MasterCard ☐ VISA ☐ AMEX	Donation \$
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City/Town	Prov.	Postal Code	Card #	Receipt	Yes	No
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Email	Phone	Exp date (mm/yy)
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DONOR NAME	Mailing address	☐ Cash ☐ Cheque - Payable to Cancer Foundation of Sask ☐ MasterCard ☐ VISA ☐ AMEX	Donation \$
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City/Town	Prov.	Postal Code	Card #	Receipt	Yes	No
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Email	Phone	Exp date (mm/yy)
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DONOR NAME	Mailing address	☐ Cash ☐ Cheque - Payable to Cancer Foundation of Sask ☐ MasterCard ☐ VISA ☐ AMEX	Donation \$
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City/Town	Prov.	Postal Code	Card #	Receipt	Yes	No
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Email	Phone	Exp date (mm/yy)
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DONOR NAME	Mailing address	☐ Cash ☐ Cheque - Payable to Cancer Foundation of Sask ☐ MasterCard ☐ VISA ☐ AMEX	Donation \$
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City/Town	Prov.	Postal Code	Card #	Receipt	Yes	No
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Email	Phone	Exp date (mm/yy)
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DONOR NAME	Mailing address	☐ Cash ☐ Cheque - Payable to Cancer Foundation of Sask ☐ MasterCard ☐ VISA ☐ AMEX	Donation \$
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City/Town	Prov.	Postal Code	Card #	Receipt	Yes	No
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Email	Phone	Exp date (mm/yy)
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Page _____ of _____

Cash \$
Cheques \$
Credit Cards \$
SHEET TOTAL \$

Media Advisory Template

Media Advisory Template

Media Advisory: Use this to invite the media to attend your local event

Use a **media advisory** to give media advance notice of your event. Follow this “who, what where, when and why format” to help get your message across to the media as quickly and clearly as possible. A media advisory shouldn’t be longer than one page and should be sent to media approximately 3-5 days prior to an event. Some of the smaller local media outlets appreciate advance notice of a week or more (they are lean on resources and need to plan ahead).

Media Advisory (or Photo Opportunity)

Main Headline Focuses on Biggest Newsworthy

Subhead Gives a More Specific Angle of the Story i.e. local interest or high profile people attending

CITY, PROVINCE (DATE) – This opening paragraph should give the answers to “who, what, where, when, and why” as succinctly as possible. Try to make the sentences brief but full of information. Mention any persons of local interest, dignitaries, elected officials, or others who are key to the event. If your family has a compelling connection to The Hospital for Sick Children, you may wish to mention it here.

WHO: List names of key people who will attend your event.

WHAT: Describe the event in one brief sentence.

WHERE: Address of event, including any specific parking information for media.

WHEN: Date and time of event.

WHY: Briefly state reason for event.

PHOTO OPPORTUNITIES: You may wish to list a couple of activities or notable people at your event as photo ideas the media might be interested in.

For further information, please contact:

Name

Organization or fund name (if applicable)

Phone numbers

Email address

Website