Sundar Prize Film Festival Community Fundraising Partner & Event Guidelines

An Official Project of Sher Vancouver LGBTQ Friends Society

(Operating as Sher Pride)

Thank You for Supporting the Power of Storytelling!

We are excited that you are considering organizing an event or fundraiser benefiting the Sundar Prize Film Festival!

Your generosity helps us celebrate independent cinema, support emerging filmmakers, amplify underrepresented voices, and share stories that inspire positive social change.

We welcome opportunities to work with filmmakers, artists, businesses, cultural organizations, and community groups who believe in the power of storytelling.

Our approach is simple: You organize and manage your event, and we help spread the word through approved marketing and promotional support.

These guidelines explain how we can collaborate while keeping everyone's responsibilities clear and manageable.

1. How Sundar Prize Can Support Your Event

We are happy to explore opportunities to support your fundraising initiative as a **community promotional partner**.

Depending on availability and resources, we may be able to help with:

- Sharing your event across our festival social media platforms and website.
- Promoting your event through newsletters and internal email networks.
- Sharing free ticket giveaways, special discounts, and promotional offers.
- Arranging for a filmmaker, guest speaker, festival representative, or team members to attend your event.
- Providing approved Sundar Prize logos and promotional materials.
- Helping connect your event with our filmmaking, arts, cultural, and community networks.

Please note: Sundar Prize participates as a community promotional partner, not as an event organizer, co-host, producer, or financial sponsor.

Our support is provided in-kind, primarily through marketing and promotion.

As a charitable initiative, **we cannot contribute money, cover expenses, reimburse costs, or take responsibility for event losses.** All support is subject to approval, availability, and organizational capacity.

2. Your Role as the Event Organizer

Every successful event begins with good planning. As the organizer, you are responsible for planning, financing, and managing your event from beginning to end.

This includes:

- **Event Planning:** Arranging the venue, equipment, entertainment, ticketing, staffing, volunteers, security, accessibility, and other event needs.
- **Costs and Payments:** Covering all expenses, contracts, deposits, vendor payments, and any financial losses.
- **Permits and Licences:** Obtaining any required city, provincial, venue, or other permits, licences, and approvals.
- **Film and Music Permissions:** Obtaining screening rights, copyright permissions, music licences, and any other required approvals for films, performances, or creative content.
- **Food and Alcohol:** Following all applicable food safety rules, public health requirements, liquor licensing requirements, and responsible alcohol service rules.
- **Raffles and Gaming:** Obtaining any required gaming licences for raffles, 50/50 draws, bingo, or similar activities. The charity's registration cannot be used for licensing without written permission.
- **Insurance and Safety:** Arranging suitable event liability insurance, first aid, emergency procedures, security, and other safety measures. We may ask for proof of insurance or additional insured coverage.

The organizer is responsible for ensuring the event is safe, properly insured, and complies with all applicable laws and regulations.

The Sundar Prize Film Festival and Sher Vancouver LGBTQ Friends Society do not manage, supervise, insure, or operate independently organized fundraising events.

The written partnership agreement will also explain how event-related claims, damages, and costs are handled, including the organizer's responsibility to protect Sher Pride from claims arising from the event, except where Sher Pride is responsible for its own actions.

3. Fundraising and Donations

We want your fundraising experience to be positive, simple, and transparent.

- Before the event, we will agree in writing on the percentage or amount of proceeds being donated to the Sundar Prize Film Festival.
- Event promotions should clearly explain the charitable contribution, including whether it is a percentage of gross revenue, net proceeds, or a fixed amount.
- The organizer is responsible for collecting revenue, paying expenses, and maintaining appropriate financial records.
- The agreed charitable contribution should normally be sent within **30 days after the event**.
- Donations should be payable to **Sher Vancouver LGBTQ Friends Society**, with funds designated for the Sundar Prize Film Festival.

- Eligible donations may receive official charitable tax receipts issued by Sher Vancouver LGBTQ Friends Society or its authorized donation platform. Event tickets and purchases do not automatically qualify for tax receipts.

4. Promoting Your Event Together

We are grateful for the opportunity to help your event reach more people who appreciate creativity, culture, and meaningful storytelling.

To keep everything clear and consistent:

- Please send us promotional materials mentioning Sundar Prize or Sher Pride for review before publishing.
- You may use approved festival logos, branding, and promotional materials once written permission has been provided.
- Please clearly identify your organization as the event organizer and Sundar Prize as the community fundraising partner or charitable beneficiary.
- Promotional materials should not suggest that Sundar Prize or Sher Pride is organizing, producing, managing, insuring, or financially sponsoring the event.
- Films, trailers, photographs, music, and other creative materials may require separate permissions from their rights holders.
- We may need to adjust or discontinue promotional support if circumstances change, resources become unavailable, or an event no longer aligns with our festival's mission or community values.

5. Let's Make It Official!

Before we begin promoting your event, we will need a simple written partnership agreement confirming:

- The event and its organizer.
- The agreed charitable contribution.
- The promotional support Sundar Prize may provide.
- Each partner's responsibilities.

This helps everyone understand the arrangement and enjoy a positive working relationship.

All fundraising partnerships must receive written approval from:

Amar Sangha

Founder and Manager of Finance, Sher Pride

Sher Vancouver LGBTQ Friends Society

Email: info@sherpride.ca

Website: www.sherpride.ca

Sundar Prize Film Festival: www.sundarprize.com

Thank You for Supporting Stories That Matter!

We sincerely appreciate your creativity, enthusiasm, and generosity. Your efforts help support independent cinema, emerging filmmakers, and stories that deserve to be seen and heard.

We look forward to exploring ways to promote your event and celebrate the impact of our collaboration.

Together, we can celebrate storytelling, strengthen communities, and inspire social change!