



American Event Rentals  
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[www.americaneventrentals.com](http://www.americaneventrentals.com)

## APPLICATION FOR DONATION / DISCOUNT

Please find attached American Event Rentals' donation / discount application. All applications must be submitted a minimum of 8 weeks prior to your event date to be properly reviewed and appear on our agenda. We understand your commitment and dedication to your organization and in order to give your request the in-depth review that it deserves, we must require this lead-time for adequate study.

Our donation / discount request form is brief and specific; please fill it out completely so that the pertinent information we need is readily available. Please include any literature that you may want us to review and/or a brief cover letter highlighting your intentions and/or goals. Incomplete application forms will not be presented to the committee for review.

Please print or type the application. Be sure to sign the application at the bottom. Since donations / discounts cannot be guaranteed from year to year, organizations must resubmit the application with each new request. Due to the high volume of requests that we receive, this procedure is the most expedient way for you to present your request and have it properly reviewed. This program is part of our yearly marketing and advertising budget. As such, we have reasonable expectations that any approved donations will afford us opportunities to develop future business with either attendees or supporters of your event. Any assurances that you can provide this opportunity to us will enhance our consideration of your request.

Please mail your completed application to the address below. Verbal requests or faxed applications will not be considered. When your application is received, you will be notified by email that it has been forwarded to the donation committee. Additionally at that time, you will be advised of the date of the next committee meeting and when you can expect to hear of a decision on your application. If your event is prior to that date, calling will not expedite your request.

GENERAL INFORMATION

Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: County: State: Zip: \_\_\_\_\_

Organization Phone Number: \_\_\_\_\_

Contact Person Phone: \_\_\_\_\_

Contact Email \_\_\_\_\_

**THE EVENT**

Name of Event: \_\_\_\_\_

Date(s): \_\_\_\_\_ Time: \_\_\_\_\_ Est. # of Attendees: \_\_\_\_\_

Location: \_\_\_\_\_

Annual Event? \_\_\_\_\_ Since What Year? \_\_\_\_\_

How do you intend to promote the Event? \_\_\_\_\_

\_\_\_\_\_

**THE DONATION**

What type of donation / discount is requested? Donation of equipment? \_\_\_\_\_ Or Discount? \_\_\_\_\_

A copy of American Event Rentals' Quote or Reservation indicating equipment and / or services requested must be attached to this application.

Will American Event Rentals be promoted with the Event if a donation or discount is provided? \_\_\_\_\_

If yes, in what manner? \_\_\_\_\_

Is camera-ready artwork needed? \_\_\_\_\_ If yes, by what date (minimum 30 days) \_\_\_\_\_

In exchange for any approved donation or discount, would your organization be willing to do any of the following:

\_\_\_\_\_ Provide American Event Rentals a sponsorship equal to the value of the donation

\_\_\_\_\_ Provide American Event Rentals a table or attendee tickets equal to the value of the donation

\_\_\_\_\_ Provide American Event Rentals the attendee list with contact information

\_\_\_\_\_ Recognize American Event Rentals from the podium during your event

\_\_\_\_\_ Submit press releases recognizing American Event Rentals' support of your event

Do you have a major or presenting sponsor? \_\_\_\_\_ If yes, who? \_\_\_\_\_

Please list up to 3 other sponsors, and type or amount of their donation / discount:

- 1. \_\_\_\_\_ \$ \_\_\_\_\_
- 2. \_\_\_\_\_ \$ \_\_\_\_\_
- 3. \_\_\_\_\_ \$ \_\_\_\_\_

Has the organization previously requested a donation / discount from American Event Rentals?  
Date of last request: \_\_\_\_\_ Was the request granted? \_\_\_\_\_ If yes, what amount? \_\_\_\_\_

**YOUR ORGANIZATION**

Is the organization Tax Exempt under **IRS Code Section 501(c)3**? \_\_\_\_\_  
PLEASE ENCLOSE A COPY OF YOUR ORGANIZATION'S IRS LETTER STATING THE TAX EXEMPT 501 STATUS

Non-profit Taxpayer's I.D. Number? \_\_\_\_\_

Legal Name of Organization: \_\_\_\_\_

What rental company(s) does the organization currently use? \_\_\_\_\_

What is the mission statement, or purpose, of the organization? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Does the organization primarily serve a particular ethnic, religious, or age group; or any other group with a "common bond" (i.e. families with preschool children, etc.)? If so, what group(s)?

\_\_\_\_\_  
\_\_\_\_\_

What percentage of each of the following groups does the organization serve?

\_\_\_\_\_ % low-income \_\_\_\_\_ % moderate-income \_\_\_\_\_ % middle & upper income families

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print name of Applicant