



**FUNDRAISING**

**PROGRAM**



# FUNDRAISING PLAYBOOK



## GAME INFORMATION

**Date** – Friday, December 29, 2023

**Time** – 12:00 PM (EST)

**Network** – ESPN



**Teams** – Teams will be announced Sunday, December 3<sup>rd</sup> as part of the Selection Show. The SEC will provide the home team & the ACC will provide the away team.



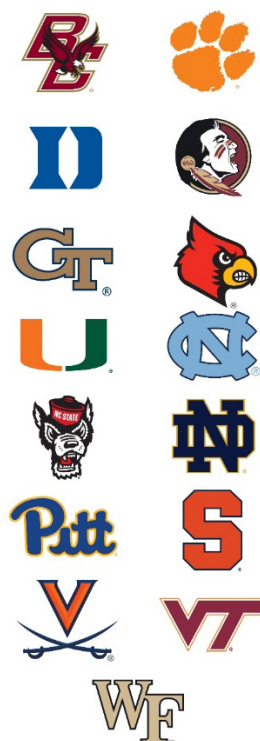
## SELECTION PROCESS



THE SOUTHEASTERN CONFERENCE  
WILL SEND A REPRESENTATIVE TO  
SERVE AS THE HOME TEAM.



THE ATLANTIC COAST CONFERENCE  
WILL SEND A REPRESENTATIVE TO  
SERVE AS THE VISITING TEAM.



## HOW THE FUNDRAISING PROGRAM WORKS

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- Youth organizations may sell TaxSlayer Gator Bowl tickets at a discounted rate as a fundraiser for their school or organization.
- **For each \$25 ticket sold (regularly \$50), \$15 is retained by the participating school or organization.**
- Funds raised are *unrestricted*.
- No collection of money or distribution of tickets required – it is all done online.
- Registration for the program expires November 1, 2023.
- Ticket sales are cut off November 30, 2023 (prior to team selection)
- **Anyone is eligible to purchase – family, friends, distant relatives, neighbors, etc.**
- At the conclusion of the fundraiser, the TaxSlayer Gator Bowl will make one single payment of \$15 per ticket sold to the school/organization! Payment will be made out in the New Year (January/February).

### How to Get Started

- ✓ **Complete Fundraising Program Registration Form**
  - ✓ **Submit your Organization W-9**
  - ✓ **Complete the Program Waiver**

**\* *Registration, W-9 & Waiver must be submitted to the TaxSlayer Gator Bowl by November 1, 2023. Ticket Sales link WILL NOT be made available until these items are all completed.***

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE OF FLORIDA (800) 435-7352. THE TOLL OUT-OF-FLORIDA NUMBER IS (850) 413-0840. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE OF FLORIDA. THE ORGANIZATION'S REGISTRATION NUMBER ISSUED BY THE FLORIDA DEPARTMENT OF AGRICULTURE DIVISION OF CONSUMER SERVICES UNDER CHAPTER 496 OF THE FLORIDA STATUTE IS CH-03767. THE PERCENTAGE OF EACH CONTRIBUTION RETAINED BY ANY PROFESSIONAL SOLICITOR THAT HAS CONTRACTED WITH THE ORGANIZATION IS 0%. THE PERCENTAGE OF EACH CONTRIBUTION THAT IS RECEIVED BY THE ORGANIZATION IS 100%.

## REGISTRATION FORM

Registration can be completed online at [TaxSlayerGatorBowl.com/Fundraising](http://TaxSlayerGatorBowl.com/Fundraising)  
**OR** on paper.

ORGANIZATION/SCHOOL NAME: \_\_\_\_\_

ORGANIZATION/SCHOOL'S ADDRESS: \_\_\_\_\_

ORGANIZATION/SCHOOL'S PHONE #: \_\_\_\_\_

ORGANIZATION/CLUB PARTICIPATING: \_\_\_\_\_

PROGRAM COORDINATOR'S NAME: \_\_\_\_\_

PROGRAM COORDINATOR'S  
RELATION TO SCHOOL/ORGANIZATION: \_\_\_\_\_

PROGRAM COORDINATOR'S E-MAIL ADDRESS: \_\_\_\_\_

PROGRAM COORDINATOR'S PHONE #: \_\_\_\_\_

HOW DO YOU PLAN TO SPEND THE MONEY YOU RECEIVE? (IF YOU'RE A SCHOOL  
ORGANIZATION, WHAT IS THE MONEY GOING TOWARDS)

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

- ☐ I understand that I must provide a W-9 and Waiver in order to complete the registration process for the TaxSlayer Gator Bowl Youth Fundraising program.

\_\_\_\_\_ We are interested in a Mascot Appearance at our organization/school. As always, there is no charge for a visit from PATCHES or Mr.Tax.

**PLEASE E-MAIL OR FAX TO THE TAXSLAYER GATOR BOWL OFFICE  
OR REGISTER ONLINE AT [WWW.TAXSLAYERGATORBOWL.COM/FUNDRAISING](http://WWW.TAXSLAYERGATORBOWL.COM/FUNDRAISING)**

**TaxSlayer Gator Bowl  
Attn: Youth Fundraising Program  
One Gator Bowl Blvd.  
Jacksonville, FL 32202  
Email: [taylorh@gatorbowl.com](mailto:taylorh@gatorbowl.com)**

# TAXSLAYER GATOR BOWL YOUTH FUNDRAISING PROGRAM

## WAIVER

**PLEASE NOTE:** This form must be **signed and returned** to the TaxSlayer Gator Bowl office in order to complete your registration. Once the TaxSlayer Gator Bowl office receives the completed **Registration Form, Signed Waiver** and a **W-9 form**, your organization is officially registered to participate in this fundraising program!

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Please review the following and complete the portion below:

- Only 1,200 seats have been reserved for this exclusive program. Tickets are available on a first come, first served basis.
- I understand the deadline to purchase Youth Fundraising Program tickets is November 30, 2023. The TaxSlayer Gator Bowl will not fulfill organization/school program ticket orders after this date.
- I understand that any organization participating in the TaxSlayer Gator Bowl Youth Fundraising Program is **prohibited from reselling or selling tickets to brokers**. The TaxSlayer Gator Bowl reserves the right *at their sole discretion* to review and/or reject any ticket sales from an organization that they believe has participated in the sale of tickets to brokers and any ticket sales outlets.

I, \_\_\_\_\_ (First and Last name),  
have read and agree to adhere to these responsibilities as the Program Coordinator  
at \_\_\_\_\_  
(Organization/School).

### **Program Coordinator**

Name (Print): \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

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

### **Organization/School Administrator**

Name (Print): \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

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

**Please send via email, fax, or mail to:**

**TaxSlayer Gator Bowl  
Attn: Youth Fundraising Program  
One Gator Bowl Blvd.  
Jacksonville, FL 32202  
Email: [taylorh@gatorbowl.com](mailto:taylorh@gatorbowl.com)**



## SCHOOL MASCOT VISITS

- Our mascots, Mr. Tax and PATCHES, LOVE visiting local organizations/schools throughout the year as the official mascots of the TaxSlayer Gator Bowl!
- Mascot requests must be made at least 2 weeks *in advance*, so that the TaxSlayer Gator Bowl has adequate time to schedule your visit.
- Mascot visits typically last between 30 – 45 minutes unless otherwise agreed upon.
- Although our mascots cannot speak, they will be accompanied by a member of the TaxSlayer Gator Bowl staff who will be happy to discuss the youth fundraising program and answer any questions.
- Please be sure to specify the type of event PATCHES will be attending. (IE. Fall festival, classroom visits, PTA meeting, assembly, etc.)
- Mascot appearances are limited to one visit per organization/school per year.
- All mascot visits are subject to availability.

**To request a mascot visit at your school complete this form and return to Taylor Hull – [taylorh@gatorbowl.com](mailto:taylorh@gatorbowl.com). She will contact you to confirm and discuss logistics.**

### REQUEST FORM

ORGANIZATION/SCHOOL NAME:

VISIT COORDINATOR'S NAME:

PROGRAM COORDINATOR'S E-MAIL ADDRESS:

PROGRAM COORDINATOR'S PHONE #:

APPEARANCE DATE & TIME REQUESTED:

LOCATION OF MASCOT VISIT:

TYPE OF APPEARANCE:



## FREQUENTLY ASKED QUESTIONS

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### **WHAT DO YOU MEAN BY THE FUNDS ARE UNRESTRICTED?**

At the conclusion of the fundraising program, your organization/school will receive a check for the lump sum of \$15 per ticket sold. It's completely up to you how, when, where, why and what on the money will be spent with no questions asked by us. We do always love to hear your stories of how the money is used if you're willing to share.

### **HOW LONG IS THE ORGANIZATION/SCHOOL FUNDRAISING PROGRAM AVAILABLE?**

Registration for the youth fundraising program ends on November 1, 2023, and all sales must be completed by November 30, 2023. Each participating organization/school will determine the timing & length of the program's sales within the allotted time frame (Now – November 30)

### **IS THERE A CERTAIN NUMBER OF TICKETS THAT MY GROUP MUST SELL?**

No. You may sell any number of tickets. No matter the number sold, you keep \$15 per ticket to spend on your project. Only 1,200 tickets have been allocated to this program – when that number has been reached, the TaxSlayer Gator Bowl will cease ticket sales.

### **HOW DO I HANDLE HANDICAP ACCESSIBLE SEATING NEEDS?**

Please contact the TaxSlayer Gator Bowl Ticket Office at 904-798-5999 for handicap accessible seating needs. The TaxSlayer Gator Bowl asks that **only one companion seat is requested per accessible ticket**.

### **HOW ARE THE TICKETS DISTRIBUTED?**

Our online platform, FEVO has made the process of distributing tickets seamless. Ticket buyers will make their purchase directly online and the tickets will be emailed to the purchaser directly. It's that simple. No distribution needed from the school!

### **HOW DOES FEVO WORK?**

- Your school will receive a link and a promo code to provide prospective buyers.
- Send the link with your students, share in an e-blast, post it on your social media pages, etc. to encourage people to support your school by purchasing tickets. (Graphics will be provided for you)
- FEVO will collect all money and we will send one check to your school at the end of the fundraiser (January/February)
- FEVO will distribute all tickets via e-mail immediately to the buyer after the purchase is confirmed.

### **CAN ONLY STUDENTS/PARENTS BUY TICKETS?**

No! Tickets through your program can be purchased by anyone who wants to help your cause or sit in your organization/school's block.

**IF YOU HAVE ANY OTHER QUESTIONS, PLEASE DON'T HESITATE TO REACH OUT TO OUR  
Taylor Hull, Ticketing & Membership Intern - [taylorh@gatorbowl.com](mailto:taylorh@gatorbowl.com)**