



## Event Policies

Ozaukee Washington Land Trust, hereby referred to as “OWLT”, is grateful that you are interested in supporting our mission. OWLT allows individuals, groups, or organizations to conduct events to benefit its programs and services. Select events are approved if they are determined to represent OWLT’s mission/branding. Upon application approval you may move forward with planning your event.

### Definitions

- OWLT – Ozaukee Washington Land Trust
- Event – An activity by a non-affiliated individual, group or organization, where OWLT has no fiduciary responsibilities and little or no staff involvement/support.
- Organizer – Person, group, or organization hosting an event.

**Please review this document in full prior to completion and submittal of the Event Application.**

### Pre-approval Process

- Approval by OWLT must be obtained prior to any promotion of your event. Annual events should be registered each year.
- The Event Application must be submitted to OWLT at least 30 days in advance of the proposed event date.
- Requests for events to take place on OWLT’s premises will be considered on a case-by-case basis.
- OWLT retains the right to decline any event if it conflicts with its mission, fundraising efforts, or event calendar.

OWLT will not approve:

- Events that require the sale or endorsement of a product or service.
- Event requests that promote a political party or candidate/potential candidate.

### Post-approval Process

In order to enhance the success of events and to avoid conflicts with OWLT’s donors, corporate sponsors, or other events already planned, the following policies should be observed:

#### OWLT Resources

- OWLT will not provide staff/ volunteers to attend events.
- OWLT informational material can be provided for the organizer’s use.

#### Revenues/Expenses

- Events must be financially self-sustaining without contribution from or financial/liability risk to OWLT.
- Event expenses are the responsibility of the event organizer. Refunds or reimbursements of event expenses are not available or to be paid by OWLT.
- By utilizing OWLT property the event organizer/sponsor must not charge a fee to the attendees of the event, per OWLT funding source/acquisition restrictions.



- If the event requires an attendance fee or partakes in any fundraising activity, OWLT's Development Director must be contacted directly during the application process.
- All sponsor solicitations for the event must be approved by and coordinated with OWLT's Development Director prior to approaching any individual, corporation, or foundation for this purpose.

#### Legality/Liability

- The event organizer is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event.
- OWLT will not assume any type of liability for an event, including liability for any injuries sustained by event volunteers or participants related to an event benefiting OWLT.

#### Marketing/Promotions

- The event planner is responsible for its own marketing, including writing and distributing press releases, PSA's, social media postings, invitations, ads, etc.
- OWLT will publicly announce the event on its social media platforms, to include event host, event name, location and event time.
- The event planner must submit all publicity and promotional material containing OWLT's name and/or logo to OWLT's Development Director for review and approval prior to publication/distribution of these materials. Please allow OWLT staff five (5) business days to review these materials.

OWLT may cancel an event or disassociate with an event at any time if these policies are not satisfied

Thank you very much for your interest in supporting  
Ozaukee Washington Land Trust

All questions and concerns may be directed to  
Development Director  
Leona Knobloch @ 262-338-1794  
lknobloch@owlt.org



## Event Application

Thank you for your interest in supporting Ozaukee Washington Land Trust. Please complete and submit the following form. You will be notified of approval or denial at the contact information you provide in this form.

### **Organizer**

Group/Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### **Event Details**

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

Date of Event: \_\_\_\_\_ Time of Event: \_\_\_\_\_

Brief Description of the Event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number of Attendees: \_\_\_\_\_ Requested Preserve: \_\_\_\_\_

Public Event: promotion requested

Private Event: NO promotion requested

### **Signed Acceptance of Policy Guidelines**

I have read the Event Policies Guidelines and agree to follow them with regards to holding the proposed event on Ozaukee Washington Land Trust conservation areas and preserves.

Submitted by: \_\_\_\_\_

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

Please submit completed and signed application via email to [lknobloch@owlt.org](mailto:lknobloch@owlt.org)  
Questions: contact OWLT at 262-338-1794

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Event: Approved / Denied    Signature: \_\_\_\_\_    Date: \_\_\_\_\_