

## **Gilda's Club Rochester Third Party Event Guidelines**

Thank you for your interest in hosting an event to support Gilda's Club Rochester [GCR]! Prior to hosting an event to benefit GCR please fill out a **Third Party Event Proposal Form**. The form must be submitted and approved by GCR before the event can be promoted to the public. Fundraising events must also comply with all relevant state and federal laws.

**Please remember that while the staff of GCR is able to provide advice and guidance, we do not have the personnel to handle the organizational and administrative aspects of a third party event.**

### **Intent:**

- All money raised for GCR will be used to maintain and expand our programs; to ensure that more people affected by cancer can find the emotional and social support they need during their cancer journey...at no cost to them.

### **Event Date:**

- The event time and date must be included on the Third Party Event Proposal Form. Additionally, they must be approved by GCR to ensure no duplication of event or event dates. This will allow for sufficient time between events to maximize support, enthusiasm and attendance at all events.

### **Gilda's Club Rochester Name and Logo Usage:**

- The GCR name and/or logo cannot be used for any purpose until written permission is given.
- GCR must review all promotional materials that include the logo or name [including press releases, public service announcements, scripts, posters, brochures, etc.] before they are used or made public.
- The proper use of the name is: **Gilda's Club Rochester**; the actual building may be referred to as the Clubhouse or Gilda's Clubhouse.
- There are black-and-white and color versions of the logo [shown below.]



### **Event Promotion:**

- Because of commitments we have to our members and donors, GCR does not provide its database for promotion of a third party event.
- We will promote your event through the GCR web site, Facebook page and email blasts, if and when appropriate.

### **Event Expenses:**

- The host group of the third party event is responsible for all expenses.
- GCR does not advance monies for third party events nor pay for any event related expenses.

### **Invitation Language:**

- If the event benefits any organization other than GCR, including the host organization in any capacity, it must be stated as such on all materials [i.e. “a portion of the proceeds to benefit Gilda’s Club Rochester.”]

### **Tax Exempt Status:**

- GCR’s sales tax exemption [on purchases] cannot be extended to any third party event or fundraising effort.
- Individual checks from attendees or a check from the third party for the proceeds from the event must be sent to the following address within 30 days of the last day of the event:

Gilda’s Club Rochester  
255 Alexander Street  
Rochester, New York 14607

### **Soliciting Sponsorships/In-kind Donations:**

- Please provide a list of all potential sponsorship contacts [including all potential in-kind donors,] in advance, so that we may provide you with any outstanding commitments or relationships a company has to GCR; GCR cannot solicit sponsors for your fundraising event.
- GCR cannot solicit in-kind donations for third party events; in-kind support is defined as a donation of a product or service, such as printing or an auction item.
- The value of in-kind sponsors/donations should not be included in your total event revenue.

### **Cancellation, Liability & Changes:**

- GCR reserves the right to direct a third party to cancel an event at any time. If so directed, the third party agrees to release GCR from any and all liability and connection to such action.
- All changes to your fundraising event that differ from your original Third Party Event Proposal Form must be reported to GCR for approval.