

The ALS Association Community Partner Event Agreement

Thank you for your interest in hosting a Community Partner Event/fundraiser to benefit our chapter. The money raised by these events each year is vital to our patient services programs and research. We appreciate your dedication to the fight to find a cure for this disease and for your support for our chapter. A Community Partner Event is any fund-raising activity conducted by an individual or group where The ALS Association has no fiduciary responsibilities and little or no staff involvement.

This agreement is between a third party and The ALS Association Greater Philadelphia Chapter. By signing the Community Partner Event Agreement, the signatory agrees to the following requirements:

Planning

- It is recommended that a timetable, budget and action plan be created.
- The ALS Association reserves the right to decline endorsement of an event if other non-profit organizations are beneficiaries and/or involved in the event without mutual compliance.
- All proceeds and a post event report must be submitted within **60 days** following the event/fundraiser. The report should include:
 - a. **Sponsor List:** List all the event sponsors and the amounts contributed.
 - b. **In-Kind Contributor List:** List the names of all the in-kind donors and the items donated.
 - c. **Media Report:** Summarize any media coverage received and, if available, attach copies of articles, ads, etc.
 - d. **Copies of all Printed Materials:** Collect copies of brochures, invitations, flyers and any other printed materials.
- In circumstances where checks are made payable to The ALS Association, donations should be tracked in an Excel or similar spreadsheet and a copy sent to The ALS Association on a regular basis. In these circumstances, checks should be sent to the event chairperson and then forwarded along with an updated spreadsheet to the chapter office. Thank you/tax receipt letters would then be sent from The ALS Association. **Note: a tax deduction is only available to the donor for a donation made to the ALS Association and properly receipted by The ALS Association.** Third Party acknowledgements and checks made out to third parties do not qualify for tax exempt status.
- The ALS Association will receive a complete accounting of funds collected and expenses related to the event. The ALS Association reserves the right to inspect all financial records

- All Community Partner events should be accessible to people with disabilities. The event should take place at a location that meets ADA regulations. Community Partner Event organizers should promote and make arrangements for any special “accommodation” needs with participants, volunteers and staff.
- If the activity is being conducted as a tribute to someone, third parties must seek the individual’s or family’s approval in advance.

Promotion

- The event will be promoted and conducted in a manner to avoid statement or appearance of The ALS Association endorsing any product, firm, organization, individual or service.
- The ALS Association reserves the right to prohibit any underwriting and/or sponsorship of this event when it believes that the relationship between the underwriter and/or the sponsor may negatively reflect on The ALS Association.
- All promotional materials must clearly state the percentage of proceeds **(minimum of 50%)** and/or the portion of the ticket price that will benefit The ALS Association.
- The Community Partner Event logo of The ALS Association should be used appropriately in conjunction with such an activity and requires pre-approval. Logos may not be altered in typeface, color, configuration and/or position. Any use of the logos must adhere to established graphic standards. If in the sole opinion of The ALS Association it is not used appropriately, The ALS Association may unilaterally withdraw permission to use the logo.
- Community Partner Events must be correct and consistent when using the name of our organization in text, whether it is a letter, brochure, newsletter, etc. In text, the first reference should always be “The ALS Association.” Note the “t” in The” is a capital “T” regardless of where in the sentence the name appears. When referring to ALS as Lou Gehrig’s Disease, note the “D” is always upper case.
- All promotional material including advertising, brochures, flyers, letters and press releases are a reflection of The ALS Association and this chapter and must meet our standards. Therefore, all collaterals distributed in mass must be pre-approved by your chapter staff person.
- The Lou Gehrig image may not be used on any fund-raising material where you are asking for money. This is a legal copyright issue. If you have questions, consult with your Chapter staff person. You may not list the Name Lou Gehrig in the title of your activity or event without permission from the Curtis Management Group (CMG), the operators of the Lou Gehrig estate. (ie: The Lou Gehrig Classic sponsored by XYZ Markets). Note that if the name or likeness of Lou Gehrig is approved, a fee is

usually involved. The ALS Association staff person with whom you are working can give you further guidance if/when this request is appropriate.

Liability

- The ALS Association is **not** financially liable for expenses.
- Please ensure your event is following all local, county, state and federal laws with proper licensing.
- If your event needs one day insurance, you may contact K&K Insurance at 1-877-648-6404

THE ABOVE GUIDELINES HAVE BEEN READ, UNDERSTOOD AND AGREED TO BY:

Event Name _____

Proposed Date of Event _____

Please sign below:

Print Name

Signature Date

Community Partner Event/Fundraiser Application Form

Please note: Tax deductions are only available for gifts made to The ALS Association. The ALS Association will not be able to provide discrete tax documents for individual gifts that are pooled and then forwarded to the Association as one payment/check.

Event details:

Name of the event/fundraiser: _____

Date of the event: _____ Time: _____

Address of event: _____

City: _____ State: _____ Zip code: _____

Estimated attendance: _____ Estimated cost for event: _____

Does your event require people to buy tickets? _____ If yes, how much are they? _____

Website/social media link to event: _____

Description of event: _____

How will the event be publicized? (flyer, press releases, advertising, etc.)

Budget/Finances:

Total projected revenue: \$ _____

Total projected expenses: \$ _____

Do you intend to split the net proceeds with another organization (The ALS Association must receive at least 50% of the event proceeds)? YES NO

Please note that selecting YES will create additional requirements in order for The ALS Association to approve and participate in this event.

If yes, please identify other beneficiaries including their tax ID number:

Is the beneficiary a 501(c)(3) organization? YES NO

Organizer contact info:

Name of organizer(s):

Address: _____

City: _____ State: _____ Zip code: _____

Company (if applicable): _____ Email: _____

Phone: _____ Fax: _____

Requests:

***Please only request materials that you'll use, as these materials cost the chapter money.**

Community Partner Event Banners (2" x 2") Quantity: _____

Brochures/literature Quantity: _____

Wristbands to sell for \$1 or more Quantity: _____

Community Partner Event logo via email for collateral

Other: _____

Event is (circle one): OPEN TO THE PUBLIC INVITATION ONLY

Please do a Facebook post about my event

Please put my event on the chapters website calendar

Based on availability, I would like a chapter representative at my event

Time they should arrive: _____ Contact info for day of: _____

Thank you for your support for The ALS Association Greater Philadelphia Chapter. Please sign below that you have filled out this form to the best of your knowledge and understand the application and agreement forms.

SIGNATURE: _____ DATE: _____