



Third-Party Event guidelines

1. Any event or promotion that involves Ronald McDonald House Charities (RMHC) must be approved in advance by the development office at RMHC at least one month before the event.
2. The **Application to Conduct a Fundraiser form** must be completed and submitted to the development office at RMHC before approval can be granted.
3. RMHC encourages the use of press releases and other publicity. Before sending a press release, media alert, advertisement or other form of publicity to any media outlet, please submit all copy/design to the development office for review and approval at RMHC of the Miami Valley Region 555 Valley St. Dayton, OH 45404.
4. Publicity may not suggest that the event is being sponsored or co-sponsored by RMHC or that RMHC is involved in any way except as the beneficiary. The suggested way to describe RMHC's involvement is to list the event name followed by "benefiting Ronald McDonald House Charities through...". It is our understanding that a percentage of the net proceeds will be donated to RMHC. We reserve the right to examine any possibility regarding involvement of any other charity or suggested split of proceeds.
5. RMHC reserves the right to use photos and information about third party events for the benefit of RMHC in publications and other materials.
6. All funds raised from the proposed event must be sent within 90 days of the event to RMHC of the Miami Valley Region at 555 Valley St. Dayton, OH 45404.

RMHC's role in third-party events

1. **Staffing:** RMHC is unable to provide volunteers and staff for the purpose of the event. However, a RMHC representative can attend the event, if requested and based on availability.
2. **Mailing lists:** RMHC mailing lists, including donor lists, are confidential and maintained for organizational use only and cannot be used to promote your event. Although RMHC reserves the right to promote the event among its various contacts.
3. **RMHC's logo:** RMHC's logo may only be used if the sponsoring organization has received prior approval from the Development department. We will supply a print-ready or electronic logo upon request.
4. **Banner/Printing:** RMHC will provide a banner to hang during the event if one is available. The banner should be returned to RMHC as soon as possible after the event. Based on request, RMHC might possibly be able to provide brochures and promotional information to be distributed at the event.
5. **Ticket sales** RMHC's staff cannot assist with ticket sales.

We cannot approve any event that:

- Requires any financing from RMHC. The sponsor must assume all costs of the event.
- Competes or conflicts with an already established or scheduled event to benefit RMHC.
- Fails to comply with any municipal, county, state and/or federal law.
- RMHC cannot assume any liability for your event.

*Special circumstances will be addressed at the discretion of the Development Department, as they arise. This is considering that some events might require more involvement on behalf of RMHC.

Application to Conduct a Fundraiser or Special Event for RMHC

This application must be completed and approved by Ronald McDonald House Charities of the Miami Valley Region (RMHC) before any printed materials or publicity is initiated.

Sponsoring Organization:

Contact Person: Telephone:

Address:

Event Title: Date of Event:

Location: Time:

Objectives and Outcomes:

.....

Projected Revenue: \$ _____	Funds Recipient	%
(Estimated donation amount)	Funds Recipient	%
	Funds Recipient	%

If any assistance is needed from RMHC staff, please request details below:

I understand and agree that:

- (1) The sponsoring organization will be financially responsible for operating this event.
- (2) If liability insurance is required, the sponsoring organization will secure insurance against claims by participants and spectators.
- (3) All publicity for the event will be handled by the sponsoring organization, but must be approved by RMHC before it is released.
- (4) All promotional and marketing materials (including photos, logos, video and audio clips) are to be used exclusively for the above planned event and are not permitted to be used in any other context without authorization from RMHC.
- (5) Within 90 days of the event, the sponsoring organization will submit the proceeds to RMHC.

Sponsor Signature: _____ Date: _____

Please make a copy for your records and send the original, completed application to: Kevin Tibbs at Ronald McDonald House Charities: 555 Valley St. Dayton, OH 45404 Phone: 937.224.0047