

## **Alzheimer's Association Central & North Florida Chapter Special Events - Third Party Guidelines**

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Thank you for considering the Alzheimer's Association Central & North Florida Chapter as the recipient of the proceeds from your event. The proceeds you raise will benefit the people in our chapter who are impacted by Alzheimer's disease.

All third party events benefiting the Alzheimer's Association Central & North Florida Chapter must receive prior approval from the Chapter.

- The use of the name or logo of the Alzheimer's Association may be used only with prior written permission from the Alzheimer's Association. The official logo will be made available upon approval.
- Names or titles must be kept separate from the official logo. For an existing fund-raising event with a well established logo, do not combine that logo with the Alzheimer's Association name or logo. Use our logo on all materials, keeping it separate from the event logo. Do not combine text or graphics with the logo to create a new "logo." Such logo tampering dilutes our brand identity and causes confusion.
- The event must be financially self-sustaining, not incurring any debt to the Alzheimer's Association.
- Event proceeds should be sent to the Alzheimer's Association within 30 days of the completion of the event, unless other arrangements have been made.
- It is the responsibility of the individuals organizing the event to obtain all required and applicable permits, licenses and insurance certificates that may be required for the event. All contracts, permits, licenses and insurance certificates must be issued in the name of the individuals organizing the event, not the Alzheimer's Association.
- If you plan to issue receipts for the charitable donation portion of your ticket price, this amount must be clearly identified and differentiated from the fair market value of the event.
- Products or tangible items such as the purchase of raffle tickets, admission tickets, greens fees, and good are not eligible as tax-deductible charitable contributions, unless the purchase price is greater than the value of the goods received.
- The Alzheimer's Association will acknowledge all event contributions as allowed by law.
- Alzheimer's Association employees may be available for assistance upon request.

Please fill out the following application.

## **Alzheimer's Association Special Events - Third Party Application**

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Contact Name:

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Organization:

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Address:

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Phone:

Fax:

Email:

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Please describe the event in detail (include date, time, location, etc.):

Please list all parties involved with the event (individuals, organizations, media, etc.):

What is the estimated amount of revenue to be generated from this event?

- Estimated Revenue
- Estimated Expenses
- Estimated Donation
- Other

Please outline how you plan to promote the event:

- Media (Print, TV, Radio):
- Public Relations:
- Paid Advertising:
- Brochures/Flyers/Invitations:
- Signs or Banners:
- Direct Mail:
- Other:

Will the Alzheimer's Association logo be used? If yes, how?

Please include any other pertinent information:

Why did you choose the Alzheimer's Association?

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I/We hereby understand, agree and submit the following:  
The Alzheimer's Association does not assume any legal or financial liability for the above referenced event. Furthermore, we understand and agree that the Alzheimer's Association must approve, prior to printing and distribution, any use of its name, logo and/or Alzheimer's disease information.

I have read and agree to the following Third Party Event Guidelines.

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Event Coordinator/Contact Date

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Alzheimer's Association Central & North Florida Chapter/Approval Date

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Please return the completed form to:

Alzheimer's Association Central & North Florida Chapter  
Attn: Rachel Johnson, Director of Events & Community Relations  
2411 NW 41<sup>st</sup> Street, Suite A  
Gainesville, FL 32606