



Western & Central Washington State Chapter
North Tower, Suite N200, 100 West Harrison Street
Seattle, WA 98119. 206.363.5500 or 800.848.7097

Third Party Fundraiser Proposal and Contract

Thank you for your interest in the Alzheimer's Association, Western & Central Washington State Chapter (Chapter). Each year, we receive many requests to hold a promotion, event, or sale (Third Party Fundraiser) to benefit the organization. A Third Party Fundraiser is defined as any activity by a non-affiliated group or individual where the Alzheimer's Association, Western & Central Washington State Chapter has no fiduciary responsibility and little or no staff involvement. We are grateful for dollars raised through such events - they help the Chapter stand by individuals and families struggling with Alzheimer's disease.

We have developed criteria for participation and we carefully review each proposal received. Before an individual, company, or organization may proceed with a fundraiser to benefit the Chapter, a proposal (see last two pages) must be completed and returned to the Chapter office a minimum of six weeks before the scheduled event. (These rules *only* apply to event organizers who wish to use the name of the Alzheimer's Association or its logo in promoting the event, and not to companies organizing internal employee Walk to End Alzheimer's teams.) If you wish to participate in the Walk to End Alzheimer's, please contact Brittany Parks at bparks@alz.org.

If you have an idea or plan for an event that will benefit the Alzheimer's Association, please follow these simple guidelines:

1. Complete the proposal at the end of this document and submit a signed copy to us a minimum of six (6) weeks prior to the scheduled event date. All events must be approved by the Alzheimer's Association in advance. This is an important safeguard to preserving the integrity of the Alzheimer's Association's name and our commitment to raise the funds necessary to fulfill our mission in a cost-efficient and effective manner.
2. We will review your plan and do our best to contact you within approximately seven (7) business days. While we are able to provide guidance and program material for your event, (collection canisters, informational materials promoting the organization, its programs and services), we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore, you are responsible for all details of the event including: underwriting all of the related costs; recruiting volunteers to help out at the event; creating marketing collateral to publicize the event; and working at the actual event.

Continued on next page.

3. The use of the name of the Alzheimer's Association may not be used in any way without written approval. The official logo may not be used without prior written approval from the Chapter/National office (for more information on receiving approval please contact the Chapter representative, Karen Aparicio (Events Manager) at 206.363.5500, ext. 241. The Alzheimer's Association name, logo and/or letterhead may not be used by any individual or organization to solicit prizes, sponsorship, underwriting or cash donations from another organization in order to support the event, promotion or sale **unless by agreement with the Alzheimer's Association**. In addition, the Alzheimer's Association will not solicit prizes for your event.
4. The Alzheimer's Association must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution. All promotional materials must clearly state the percentage of proceeds that will benefit the Alzheimer's Association.
5. The Alzheimer's Association should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other Alzheimer's Association events and/or fundraising campaigns that may be underway.
6. Contributions to the Alzheimer's Association are tax-deductible less the value of goods and services received. **This must be stated on the event invitation.** Items sold at your event are not tax-deductible.
7. The Alzheimer's Association cannot guarantee media coverage (television, radio, or print). You may contact the media about your event or promotion provided you communicate with the Alzheimer's Association about or regarding contacts or arrangements that are made. The Alzheimer's Association does not purchase advertising to promote third-party events.
8. Event organizers are responsible for obtaining all permits, especially those for raffles and/or games of chance.
9. Event organizers must obtain their own liability insurance to cover the event. The Alzheimer's Association is not financially liable for the promotion and/or staging of third-party events.
10. Under no circumstances should third-party event revenue and expenses flow through Alzheimer's Association books. Only the final net proceeds from the event are to be processed by the Alzheimer's Association. Alzheimer's Association should receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records.
11. **A minimum of 25% of the gross proceeds of the event must be donated to the Alzheimer's Association. A financial statement must be presented to the Association.**

Reminder: Please do not move forward with your plans until you have submitted your proposal and been notified of our decision. Please submit your proposal and direct all questions to Karen Aparicio, Events Manager, at 206.529.3865.

Thank you for your support of the Alzheimer's Association.

These are some of the successful fundraising activities that have benefitted the Alzheimer's Association:

- | | | |
|--------------------------|-------------------------|------------------------------|
| ▪ Wear Jeans to Work Day | ▪ Yard/Garage Sale | ▪ Ice Cream Stand |
| ▪ Collection Canisters | ▪ Holiday Gift Wrapping | ▪ Bowling or Golf Tournament |
| ▪ Jewelry Sale | ▪ Pictures with Santa | ▪ Bingo Night |
| ▪ Salmon Bake | ▪ Lemonade Stand | ▪ Flower Stand |
| ▪ Pub Crawl | ▪ Book Sale | ▪ Motorcycle Rides |
| ▪ Auction | ▪ Chili Cook-Off | ▪ Holiday Bake Sale |



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Contact Name _____

Company/Organization _____

Address _____

Phone _____ Email _____

1. Please describe the event or promotion in detail. Please include date(s), location(s), time(s), etc. Please enclose your event or promotional plan and any marketing materials.

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

3. What is the total amount of revenue you estimate will be generated from the event?

- Total revenue anticipated \$ _____
- Total expenses projected \$ _____
- Estimated amount that will be donated \$ _____
- Other \$ _____

4. Please outline how you will promote the event.

- Print:
- TV:
- Radio:
- Internet:
- Public Relations (agency or in-house):
- Paid Advertising:
- Brochures/flyers:
- Signs or Banners:
- Direct Mail:
- Other:

5. Please include any other pertinent information:

6. Why did you choose the Alzheimer's Association?

We have received the Alzheimer's Association of Western and Central Washington State guidelines and letter of understanding and agree to comply with the guidelines in connection with the

(name of event)_____ scheduled for

(date of event)_____.

I understand and agree to comply with the rules and regulations for conducting a Third Party Fundraiser:

Sponsoring Organization

Event Organizer Signature

Date

Name of Business/Organization

Contact Name (printed)

Phone Number / e-mail address

Agency Representative

Karen Aparicio, Events Manager

Date

Alzheimer's Association, Western and Central Washington State

Please return to: Karen Aparicio, Events Manager

Alzheimer's Association, Western and Central Washington State Chapter

North Tower, Suite N200, 100 West Harrison Street, Seattle, WA 98119

206.529.3865 or 800.848.7097, kaparicio@alz.org