

**Alzheimer's Association  
Hudson Valley/Rockland/Westchester, NY Chapter**

**EVENT AND PROMOTIONS PROPOSAL FORM & AGREEMENT**

Thank you for your interest in the Alzheimer's Association. Each year we receive many requests from companies, organizations, and individuals that wish to hold a promotion, event, or sale to benefit the Alzheimer's Association. **We are grateful for dollars raised through events**—they help the Chapter and its Regional Offices provide vital services to individuals and families struggling with Alzheimer's disease and related disorders.

Because of the volume of these requests, we cannot personally participate in each event that is proposed. Therefore, we have developed criteria for participation, and we carefully review each proposal received. 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 teams.

**Before an individual, company, or organization may proceed with a special event or promotion to benefit the Alzheimer's Association, the attached proposal form must be approved by the Alzheimer's Association, Hudson Valley/Rockland/Westchester, NY Chapter.** Please answer all questions. We may contact you for additional information, or request permission from our Board of Directors, before agreeing to participation in fundraising or promotional events based on the proposal.

**Rules and Regulations**

1. The use of the name or logo of the Alzheimer's Association may not be used in any way without prior written permission. The official logo will be made available upon approval.
  - *If approved, the Alzheimer's Association must approve all printed materials (press releases, advertisements, websites, posters/flyers, etc.) associated with the event, prior to printing &/or distribution, to ensure proper use of Association's name and logo.*
2. 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. In addition, the Alzheimer's Association will not solicit prizes for your event.
3. The Alzheimer's Association does not share private information and cannot provide you with mailing lists or the names of individuals to invite to your fundraising event.
4. A minimum of six weeks' lead time is required.
5. An individual, company, or organization may not offer, on behalf of the Alzheimer's Association, free tickets, advertising, or mentions in event programs in exchange for cash donations, sponsorships, or underwriting.
6. 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 but must submit any press releases/talking points to the Alzheimer's Association for approval.
8. The Alzheimer's Association does not purchase advertising to promote third-party events.
9. The Alzheimer's Association is not responsible for providing liability insurance for your event. Event organizers indemnify and hold harmless the Alzheimer's Association from liabilities, losses and expenses arising from the event or promotion.
10. The Alzheimer's Association cannot guarantee that Alzheimer's Association staff or volunteers will be available for your event. Alzheimer's Association staff may be available for assistance upon approval.
11. Additional sponsors may reflect on the Alzheimer's Association, which is why we reserve the right to approve additional sponsors.
12. 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 within five working days of the event.



6. What responsibilities would the Alzheimer's Association have? Do you need staff support from the Alzheimer's Association to conduct your event? If yes, please detail how many people you need, hours and dates they are needed, and their job description(s).

7. Please include any other pertinent information.

8. Why did you choose the Alzheimer's Association as the beneficiary of your third-party fundraiser?

**Please sign:**

I understand and agree to comply with the Alzheimer's Association's rules and regulations for conducting a third-party fundraiser.

**Name** \_\_\_\_\_

**Date** \_\_\_\_\_

Please return your completed form to:

**Pamela Perkins-Dwyer, Special Event Manager**  
Alzheimer's Association  
Hudson Valley/Rockland/Westchester, NY Chapter  
Administrative Office  
2 Jefferson Plaza, Suite 103  
Poughkeepsie, NY 12601-4027

1.800.872.0994 **p** 845.471.8960 **f** Pamela.Dwyer@alz.org

You can expect to receive a response to your proposal within six weeks. Thank you for your interest and support!

<b>For Office Use Only:</b> Original to SEM(AO): _____ Copy to CEO: _____ Copy to DD: _____ Copy to DFO: _____ Copy to RSEM: _____
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