

Alzheimer's Association Greater Illinois Chapter Special Events Third Party Guidelines

Thank you very much for considering the Alzheimer's Association Greater Illinois Chapter as the recipient of the proceeds of your charitable event. These proceeds will benefit the 640,000 people in Illinois who are impacted by Alzheimer's: those with the disease, their families and caregivers.

All third party events benefiting the Alzheimer's Association Greater Illinois Chapter must receive the approval of the chapter.

Event Procedures

1. 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.
2. The event must be financially self-sustaining, not incurring any debt to the Alzheimer's Association, without written permission. This includes new charge accounts, charges to existing Alzheimer's Association accounts, or invoices drafted in the Alzheimer's Association name. **Event proceeds should be sent to the Alzheimer's Association within 30 days** of the completion of the event, unless otherwise agreed upon.
3. It is the responsibility of the person(s) organizing the event to obtain all applicable permits, licenses and insurance certificates that may be required for an event. All contracts and permits related to the event must be issued in the name of the sponsor and signed by an authorized representative of the sponsor. Contracts or permits must not commit the Alzheimer's Association to any contractual obligations, and no representative of the sponsor may sign anything on behalf of the Alzheimer's Association.
4. If you are selling tickets to your event and 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 goods 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. It is understood that you must provide a complete list of those contact names, addresses, donation receipts and proof of value.
5. Alzheimer's Association employees may be available for assistance upon request.

Please use the Events and Promotions Proposal Form on the following pages.

**ALZHEIMER'S ASSOCIATION - GREATER ILLINOIS
THIRD PARTY EVENTS AND PROMOTIONS**

Proposal Form

Contact Name _____

Organization _____

Website _____

Address _____

Phone _____ Fax _____ email _____

1. Please describe the event or promotion in detail: date(s), location(s), time(s), etc.

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 plan to promote the event.
 - Media
 - Print
 - TV
 - Radio
 - Public Relations (agency or in-house)
 - Paid Advertising
 - Brochures/flyers
 - Signs or Banners
 - Direct Mail
 - Other

5. Will the Alzheimer's Association logo be used? If yes, how? (All materials using the Alzheimer's Association name or logo must be approved prior distribution of materials)

6. Please include any other pertinent information.

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

Once again, thank you very much for choosing the Alzheimer's Association as a beneficiary of your Third Party event. We are most appreciative. We will sign and return this form to you within three weeks.

Please sign:

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

Name (and company or organization, if applicable) Date

Please return the completed form to:
Lisa Lee-Vice President Development
Alzheimer's Association – Greater Illinois Chapter
8430 W. Bryn Mawr Ave, Suite 800
Chicago, IL 60631

E-mail lisa.lee@alz.org

Telephone: 847.933.2413

Fax: 773.444.0930

Approved:

Lisa Lee

Vice President, Development

Greater Illinois Chapter _____

Date _____

Declined – Reason for Decline:

