



## Alzheimer's Association Host an Event Agreement

The Alzheimer's Association, Central New York Chapter thanks you for your interest in hosting a fundraising Event to benefit the Alzheimer's Association. Events such as yours are important in the Association's efforts to raise funds and awareness in the fight against Alzheimer's disease.

The following guidelines are established to ensure that your Event is compliant with the Alzheimer's Association's policies and procedures:

### **Promotion and Logo Usage**

- The Alzheimer's Association has no fiduciary responsibility for your Event(s) and assumes no liability for its planning or execution, including all promotion, set-up, staffing (including volunteers), or the collection and management of funds/donations.
- If requested, you will be provided with the "Have Fun, Do Good, End Alzheimer's" graphic, which you may freely use in the promotion and carrying out of your Event. You are strictly prohibited, however, from using any other trademark, service mark, logo or copyrighted materials of the Association for your Event(s) without the express written consent of the Association.
- The Alzheimer's Association does not endorse products, firms, organizations, individuals, or services. Accordingly, your Event(s) must be promoted and conducted in a manner that avoids any statement or appearance of an endorsement by the Alzheimer's Association, Central New York Chapter.
- All promotional materials must clearly state that your Event is raising funds that will benefit the Alzheimer's Association, Central New York Chapter and include the percentage or amount that will be donated to the Alzheimer's Association, Central New York Chapter.
- The Alzheimer's Association, Central New York Chapter cannot solicit sponsors for your fundraising Event and does not provide any donor, volunteer, or celebrity contact information, mailing lists, press contacts, press releases, thank you letters or formal advertising.

### **Finance and Tax Rules**

- The Alzheimer's Association, Central New York Chapter will process only the final net proceeds of Event(s). Under no circumstances will third party revenues and expenses flow through the Association.
- The Alzheimer's Association, Central New York Chapter must receive all net proceeds within (60) business days of the conclusion of each Event and/or promotion.
- You may not establish a bank or other deposit or transaction account in the name of the Alzheimer's Association, Central New York Chapter. If payments are made to the Event organizer, the Association encourages you to establish a bank account separate from your personal account for large events in your name.
- If payments are made to the Event organizer, and the Event organizer is not an IRS qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to the Alzheimer's Association, Central New York Chapter, donations are typically tax deductible, though you should consult your tax advisor.
- The Alzheimer's Association, Central New York Chapter sales tax exemption(s) (on purchases) cannot be extended to any Event or fundraising effort.
- In keeping with fundraising standards, no more than 25% of gross revenue from the event may be spent on event expenses. At least 50% of gross revenue must go to the Alzheimer's Association, Central New York Chapter, and all material publicizing the event must list the percentage that the Alzheimer's Association will receive. For example, promotional/marketing materials should state, "The Alzheimer's Association, Central New York Chapter will receive at least 75% of the proceeds collected for this event."

### **Liability and Cancellation**

All Events must:

- Comply with all federal, state and local laws applicable to any Event, including fundraising rules and regulations.
- Determine the extent of and obtain its own liability insurance for the Event sufficient to cover any claim that may arise out of the Event. The third party Event organizer agrees to indemnify and hold the Alzheimer's Association, Central New York Chapter harmless from and against any and all losses, damages, costs, attorney's fees, expenses, and liabilities incurred in connection

with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the Event. The Alzheimer's Association, Central New York Chapter should be listed as an additional insured with waiver of subrogation on event organizer's current insurance policies. In the event the organizers do not carry a policy they will be required to purchase a special events policy. Please check with your insurance provider.

- Obtain all permits and/or licenses necessary for fundraising in the city in which the Event is to occur, the sale or service of liquor, and the hosting of raffles and/or games of chance.
- Inform invitees and participants that the Event is not produced, supervised or sponsored by the Alzheimer's Association, Central New York Chapter and that the Association is neither responsible nor liable for any acts or omissions related to the Event.

**Prohibitions**

The following fundraising activities are prohibited in conjunction with third party Event for the benefit of the Alzheimer's Association, Central New York Chapter:

1. Programs that raise money on commission
2. Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity
3. Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or internet).

The Alzheimer's Association, Central New York Chapter may direct you, and you agree to comply with the direction, to cancel your Event and withdraw any and all use of the Alzheimer's Association, Central New York Chapter name in association with your Event. Such direction may occur for any reason, including the Alzheimer's Association, Central New York Chapter's belief that an association with your Event or any consequences that contribute to or result from your Event may have a negative effect on the mission, credibility, or reputation of the Alzheimer's Association, Central New York Chapter.

**Miscellaneous**

You, as the Event organizer, must register your Event 30 business days in advance with the Association by accepting this agreement.

*With my signature below, I accept and agree to abide by the terms of these guidelines with respect to my Event (s) to benefit the Alzheimer's Association, Central New York Chapter. I hereby release and agree to indemnify and defend the Alzheimer's Association, Central New York Chapter, its officers, directors, employees and agents, from and against any and all claims, loss, liability, damages and expenses (including reasonable attorney's fees and other costs of litigation) imposed against or incurred by the Association arising out of or related to any event I host or any violation by me of these Host Guidelines. This agreement is not valid until your signed copy is received and approved by the Alzheimer's Association, Central New York Chapter.*

\_\_\_\_\_  
**Constituent Signature**

\_\_\_\_\_  
**Constituent Name (Please Print)**

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

\_\_\_\_\_  
**Name of Event**

\_\_\_\_\_  
**Date of Event**

\_\_\_\_\_  
**Approved by Chapter Staff (Signature)**

\_\_\_\_\_  
**Chapter Staff (Please Print)**

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

**Please Return to:**

Alzheimer's Association, Central New York Chapter  
Fund Development Department  
441 West Kirkpatrick Street  
Syracuse, NY 13204