



### **THIRD PARTY EVENT PROPOSAL**

The Brent Eley Foundation is very grateful to the many individuals and groups who wish to organize and host an event to support our kids with cancer and their families. Third party events can greatly increase our organizational awareness in the community and help raise donations that directly support our families through "Safe-Clean" housing. Brent's Place will consider and review all proposals, however, only those "Third Party Events", which meet specific criteria, and legitimately and genuinely benefit Brent's Place, will be considered for endorsement. Each event will be reviewed on a case-by-case basis.

*Any fundraising activity organized by a non-affiliated group or individual, where Brent's Place (Brent Eley Foundation) has no fiduciary responsibilities and minimal staff involvement will be considered a Third Party Event.*

### **THIRD PARTY APPLICATION**

Please review these Third Party Fundraising Guidelines, complete with all the information you have, sign and submit the proposal for approval.

Name of Group/Organization planning event: \_\_\_\_\_

Name of primary Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Email Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Name of event: \_\_\_\_\_

Date and Time of Event: \_\_\_\_\_ Location of Event: \_\_\_\_\_

Event Website: \_\_\_\_\_ Event Social Media: \_\_\_\_\_

Please describe the event and any fundraising components; \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **GENERAL EVENT INFORMATION**

Will your event raise ☐ Funds ☐ Awareness ☐ Both

Event is: ☐ Open to the public ☐ Invitation only Has the event taken place before: ☐ Yes ☐ No

If possible, would you like to have someone from Brent's Place present at your event? ☐ Yes ☐ No

*If yes, what role will they play? \*Volunteer and staff attendance is upon request only and can only be considered if requested one month in advance. Brent's Place cannot guarantee staff or volunteer presence.*

\_\_\_\_\_

\_\_\_\_\_

## **MARKETING & PROMOTIONS**

### **How will the event be publicized?**

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*(press releases, advertisements, PSA's, promotional flyers, etc. – please attach any samples)*

**Would you like to use the Brent's Place logo in any of your promo materials?** ☐ Yes ☐ No

*Use of the Brent's Place logo must be approved in advance. Brent's Place must review and approve all promotional materials prior to production or distribution. The official logo of Brent's Place is a registered trademark and cannot be legally reproduced or altered in any way. Third party events may not be represented as events sponsored by Brent's Place.*

### **Budget/Fundraising Information**

\$ \_\_\_\_\_ **Total projected income**

\$ \_\_\_\_\_ **Total projected expenses**

\$ \_\_\_\_\_ **Anticipated revenue funds to be received by Brent's Place by \_\_\_\_\_ (Estimated Date)**

**Will net proceeds go to Brent's Place or will proceeds be divided among other charitable causes?**

☐ Brent's Place will receive all net proceeds \_\_\_\_\_ % of the net proceeds will go to Brent's Place

**Any additional Information you will need from Brent's Place or special requests:**

## **THIRD PARTY EVENT POLICY GUIDELINES**

Please review the following Third Party Guidelines. After reviewing these guidelines, please complete and submit for approval by Brent's Place.

***\*Any event that needs Brent's Place staff assistance will be considered only when the event has been approved more than one month prior to the date of the event.***

### **General Guidelines**

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- Organizers wishing to use the Brent's Place logo must adhere to established graphic standards and branding guidelines and must have use of the logo approved prior to development of any promotional materials including, but not limited to advertising, letters, brochures, flyers, and press releases.
- Brent's Place reserves the right to decline any underwriting and/or sponsorship when it believes that the association may have a negative effect on the credibility of the Foundation.
- Organizers wishing to use the Brent's Place logo must adhere to established graphic standards and branding guidelines and must have use of the logo approved prior to development of any promotional materials including, but not limited to advertising, letters, brochures, flyers, and press releases.
- If Brent's Place staff is needed, the "Third Party Event" should establish a timetable and action plan a minimum of one month prior to the event.
- Promotional materials and/or advertisements cannot be purchased with Brent's Place funds, nor can expenses be incurred in Brent's Place name. Only expenses directly related to the fundraising

activity can be subtracted from total income prior to the net income being donated to Brent's Place.

- Brent's Place reserves the right to decline endorsement of an event if other non-profit organizations are beneficiaries and/or involved in the event without mutual agreement.
- All event proceeds are to be remitted to Brent's Place within four weeks of completing the activity.

### **Liability**

- The Brent Eley Foundation & Brent's Place is not financially liable for the promotion and/or staging of a "Third Party Event."
- The Foundation's insurance policy does not cover events conducted by Third Parties.

### **Revenue Generation**

- All promotional materials must clearly state the dollar amount or percentage of proceeds that will benefit Brent's Place
- Brent's Place may assist with Credit Card Processing relating to event income, when requested.

### **Approval for a "Third Party Event"**

- Brent's Place staff must review and pre-approve benefit.
- Third Party-Event Coordinator needs to sign a copy of the Third Party Event Policy
- If the event will also benefit organizations other than the Brent's Place, this will need to be pre-approved.

### **Financial Policy**

Brent's Place is a program of the Brent Eley Foundation, a 501(c)(3) public charity, therefore a charitable contribution made without return of goods or services qualify for the maximum charitable contribution deduction under the Internal Revenue Code. Our federal tax ID is 84-1387528.

BEF will provide tax receipts for all contributions payable directly to Brent's Place once received.

- BEF will provide tax receipts for all tangible non-cash (in-kind) contributions that directly benefit Brent's Place and/or proceeds from the event—to the extent allowed by law.
- If you must buy goods or services for the event please consider that all expenses incurred for conducting the event are the responsibility of the hosting volunteers.
- Brent Eley Foundation will not be liable for any costs or expenses.

### **Tax Deduction – Donor Acknowledgement**

A difficulty arises when an independent, outside organization wishes to raise money for Brent's Place. If the payments are made to this independent organization and it is not a qualified 501(c)(3) not-for-profit organization, tax deductible rules do not apply; if payments are payable to Brent's Place, then they qualify – to the extent allowed by law. Therefore third party event organizers are responsible for collecting the names, contact and donor information for all of the attendees, participants and sponsors should they need to be acknowledged for their contribution by the Brent Eley Foundation.

### **What Brent's Place Can Do For You**

- Offer event planning and fundraising advice including collateral material on Brent's Place.
- Provide a letter of support to be used to validate your efforts in the community.
- Provide agreed upon promotional and marketing efforts including social media including;
  - E-News blast, Annual Report, Bi-Annual Star Report.
- All efforts will be made to secure staff or volunteer recognition but can never guarantee.
- Provide official Brent's Place logo for use on promotional materials.
- Event recognition for hosts, sponsors and participants.
- Additional requests taken on a case by case basis.

THE ABOVE GUIDELINES HAVE BEEN READ AND AGREED TO BY:

Organization/ Affiliation	Phone Number	Email
Signature	Print Name	Date
Brent's Place Representative Signature		Date

**Please send completed application and signed agreement to:**

Brent's Place, 11980 E. 16<sup>th</sup> Ave., Aurora, CO 80010

**Phone:** 720-343-2800 **Fax:** 303-831-4567 **E-mail:** bfitzpatrick@brentsplace.org

