

## Events and Promotions Proposal Form

Thank you for your interest in the Association for Frontotemporal Degeneration (AFTD). Each year, we receive requests from groups, companies, organizations and individuals who wish to hold a promotion, event or sale to benefit AFTD. We are extremely grateful for dollars raised through these events. Proceeds help AFTD to support individuals and families struggling with FTD.

Because of the volume of these requests, we cannot personally participate in each event that is proposed. Therefore, we have developed criteria for participation. These rules only apply to event organizers who wish to use the name of the Association for Frontotemporal Degeneration or its logo in promoting an event, and not to companies organizing internal employee events.

The Association for Frontotemporal Degeneration is pleased to acknowledge and support third-party events. A third-party event is defined as a company, individual, group or organization raising funds and presenting a single check as a donation to AFTD. The company, individual, group or organization plans and puts on the event and incurs all expenses. All advertising for the event states what percentage of the proceeds go to AFTD. All promotional materials state that AFTD is the beneficiary of the proceeds.

As an event organizer, we ask that your organization provide all elements needed to complete your event or promotion. Before a company, individual, group or organization may proceed with a special event or promotion to benefit the Association for Frontotemporal Degeneration, the attached form must be completed and returned to the office for approval. You will be notified when your application is approved. We ask that these rules and regulations be followed:

### Rules and Regulations

- I. The Association for Frontotemporal Degeneration is not responsible for providing liability insurance for your event. The sponsoring company, individual, group or organization assumes full responsibility for the event. Event organizers indemnify and hold harmless the Association for Frontotemporal Degeneration from liabilities, losses and expenses arising from the event.
- II. If the Association for Frontotemporal Degeneration's name and/or logo is intended to be used in promoting your event, AFTD must be notified in advance as being a beneficiary of the event and reserves the right to approve the details of that event prior to any publicity, and prior to any financial or legal obligations being undertaken. The details may include, but are not limited to, type of function, date, budget, ticket price, financial goals, intended audience, schedule, entertainment and sponsorships (both cash and in-kind goods and services). If income derived from the event is not sufficient to cover the expenses, the sponsoring company, individual, group or organization will be responsible for meeting the deficit.
- III. The name or logo of the Association for Frontotemporal Degeneration may not be used, reproduced or distributed in any manner without the express permission of AFTD. All promotional material that includes the AFTD name and or logo must be approved prior to use. The official logo will be made available upon approval. Up to four weeks lead-time may be required for the release of the organizational name and logo.
- IV. A company, individual, group or organization may not offer, on behalf of the Association for Frontotemporal Degeneration, free tickets, advertising or mentions in event programs in exchange for cash donations, sponsorships or underwriting. Items sold at your event are not tax-deductible.
- V. The Association for Frontotemporal Degeneration cannot guarantee media coverage (television, radio or print). You may contact the media about your event or promotion and communicate with the

Association for Frontotemporal Degeneration contacts any arrangements that are made. Advance planning of a fundraising event may enable a group to list their activity in the AFTD newsletter if space and time permit.

- VI. AFTD will, when able, help you promote your event through its website and social media pages.
- VII. The Association for Frontotemporal Degeneration is prohibited from purchasing any advertising, including that which promotes third-party events.
- VIII. The Association for Frontotemporal Degeneration cannot solicit prizes for your event, sale or promotion.
- IX. The Association for Frontotemporal Degeneration employees and volunteers may be available for consultation on planning and promoting your event. AFTD cannot guarantee employees and/or volunteers will be available physically for your event. However, if a request is made at least one month prior to the event, AFTD will attempt to provide a volunteer representative based on availability in the geographic area.
- X. In order to be considered 100 percent tax-deductible, donations must be made directly to “the Association for Frontotemporal Degeneration” or “AFTD” by credit card or check. AFTD cannot accept cash donations. If a check is made out to an event host, the host can endorse the back and write “for deposit by AFTD.” If a lump net sum is provided to AFTD, AFTD will write a receipt for that cumulative amount that may be copied and distributed. It is up to the donor to consult with their tax professional to determine to what extent their contribution is tax deductible.

**Proceeds from the event will benefit programs and services provided by the Association for Frontotemporal Degeneration. Thank you for your help to fight FTD!**

## Events and Promotions Proposal Form

1. Name:

2. Organization:

3. Address:

4. Email:

5. Phone:

6. Please describe the event, sale or promotion in detail:

Date:

Time:

Location:

Description:

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

8. Please outline the anticipated revenue and expenses generated by the event:

Total revenue anticipated: \$

Total expenses projected: \$

Estimated amount of donation to AFTD: \$

9. Please outline how you will promote the event (check all that apply):

- ☐ Media
  - ☐ Print
  - ☐ TV
  - ☐ Radio
  - ☐ Social (Facebook, Twitter, Instagram, etc.)
- ☐ Public Relations (agency or in-house)
- ☐ Paid Advertising
- ☐ Brochures/Flyers
- ☐ Signs or Banners
- ☐ Direct Mail
- ☐ Other:

10. Will AFTD's logo be used: YES or NO

If yes, how:

11. What would the proposed responsibilities be for AFTD:

12. Please include any other pertinent information:

**13. I have received a copy of the Events and Promotions Proposal Form. I understand and agree to comply with the rules and regulations for conducting a third-party fundraiser with AFTD.**

**Signature:**

**Date:**

Before a group, individual, company or organization may proceed with a special event or promotion to benefit AFTD, this form must be completed and returned to AFTD for approval. You will be notified when your application is approved.

**On behalf of the Association for Frontotemporal Degeneration,  
thank you for your generosity, kindness and goodwill.**

*- For Office Use Only -*

*Accepted by AFTD representative:*

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

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

*Date Received:* \_\_\_\_\_

*Approved YES or NO By:* \_\_\_\_\_

*Approval Date:* \_\_\_\_\_

*Notified By:* \_\_\_\_\_

*Notification Date:* \_\_\_\_\_