



Ronald McDonald House Charities® of Memphis

Third Party Events

535 Alabama Ave. - Memphis, TN 38105 - (901) 529-4055 - www.rmhmemphis.org

WHAT IS A THIRD PARTY EVENT?

A third party event or fundraiser is one which an organization outside Ronald McDonald House Charities® of Memphis organizes and executes, and of which all or a portion of the net income after expenses benefits Ronald McDonald House Charities® of Memphis. The third party organization is responsible for the major components of the planning of the event, including sponsorships, insurance, expenses, publicity, etc. Ronald McDonald House® of Memphis will assist as staff time permits and is available for guidance, but the majority of planning and execution is the responsibility of the third party organization.

THIRD PARTY ORGANIZATION RESPONSIBILITIES

- ⊙ Securing all financial and product sponsorships.
- ⊙ Any fundraising expenses incurred during the planning or execution of the special event.
- ⊙ Submit ALL publicity pieces (i.e. television or radio advertisements, newspaper ads, flyers, etc.) bearing the Ronald McDonald House Charities® of Memphis name or logo to the Ronald McDonald House Development Department for approval **before** publication.
- ⊙ Proper insurance coverage must be provided. **A certificate of insurance listing Ronald McDonald House Charities® of Memphis as additional insured with respects to the event must be on file at least two weeks before the event.**
- ⊙ Completion of all paperwork, including third party fundraising application and agreement at least 3 weeks prior to the event.
- ⊙ If event is approved, third party organization representatives will be asked to meet with Ronald McDonald House Development Department staff to outline the specific responsibilities of the organization and of Ronald McDonald House Charities® of Memphis, as they pertain to the event.
- ⊙ Participate in a wrap-up meeting with Ronald McDonald House Development Department staff within 30 days of event.
- ⊙ Submit agreed-upon portion of net income less expenses to Ronald McDonald House Charities® of Memphis **within 60 days** of event. **All money from the event must be received within 60 days of the event or by December 31st of the current year.**



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RONALD MCDONALD HOUSE CHARITIES® OF MEMPHIS RESPONSIBILITIES & PROVISIONS

Ronald McDonald House Charities® of Memphis will provide assistance on your event as staff time permits or as requested. However, the third party organization should keep in mind that the majority of planning and execution is their responsibility.

RONALD MCDONALD HOUSE CHARITIES® OF MEMPHIS CAN PROVIDE:

- ⊙ Volunteers as needed – provided an explanation of roles and duties is supplied by the third party organization at least two weeks before event.
- ⊙ Press releases and media alerts.
- ⊙ Assistance and direction for sponsorships or donations as requested (i.e. letter or advice on solicitation).
- ⊙ Other items or services as explicitly agreed upon.

RONALD MCDONALD HOUSE CHARITIES® OF MEMPHIS CANNOT PROVIDE:

- ⊙ Insurance for the event. However, please remember that proof of valid insurance is **REQUIRED** for Ronald McDonald House Charities® of Memphis to participate in the event.
- ⊙ Any financial assistance for production costs or other expenses.

Any questions can be referred to:

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