

Third-Party Event Agreement

Thank you for your interest in planning an event to benefit the Multiple Sclerosis Association of America (MSAA). From hosting a dinner party, to organizing a mini golf tournament, to donating proceeds from a bake sale, there are many ways that you can raise funds for MSAA. The following guidelines have been created to ensure that all MSAA third-party events adhere to established protocols and comply with state and federal fundraising rules and regulations. An Event Organizer must comply with all of the following guidelines in connection with a third-party event.

Event Approval

All third party fundraising events require permission from MSAA in advance. Do not make public announcements or promote the event until you receive approval of your event proposal. Please allow 4-6 days for MSAA to review and respond to your proposal. Fundraising events must comply with all relevant local, state and federal laws. The third party event organizers are responsible for the planning and execution of the event, including all set-up, staffing and/or volunteers, and liability.

Promotional Materials and Logo Usage Guidelines

Once the letter of agreement regarding the Event has been signed by the Event Organizer and MSAA, MSAA will provide the Event Organizer with its logo for usage in conjunction with the Event. The logo **may not be altered** in any way unless approved by MSAA. In addition, the name "MSAA" cannot be altered in any way, nor can it be used in a manner that might suggest that MSAA is sponsoring the Event (e.g., "**MSAA's Bake Sale**"). Instead, the organization's name may be used in a second line identifying the relationship (e.g., "**Bake Sale, benefiting MSAA**").

The Event Organizer is solely responsible for marketing and advertising outreach related to the Event, unless otherwise stated in the Third Party Event Marketing Guidelines. MSAA must review and approve prior to production or distribution all promotional materials including, but not limited to, advertising, letters, brochures, flyers, and press releases. The Event Organizer must submit any of the above to the MSAA Attn: Third Party Events, 375 Kings Highway North or email events@mymsaa.org.

Financial Requirements

MSAA is committed to being an excellent steward of funds generated through its various fundraising initiatives and places a strong emphasis on financial transparency. Therefore, all Third-Party events must have an expense to gross revenue ratio of no **greater than 30%**.

In addition, different states have numerous laws regarding commercial fundraisers and fundraising counsel. To ensure that the Event Organizer and MSAA are not subject to these laws in regards to the Event, the Event Organizer **may not** be compensated for any of its work relating to the Event, may only be reimbursed for actual out of pocket expenses it incurs with third parties, and may not engage any compensated person to solicit, receive or control any funds or property relating to the Event. Accordingly, unless the event application



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specified a different percentage and was approved, *100%* of net proceeds (event gross revenue minus expenses) from the Event must be donated to MSAA.

In certain instances, MSAA may consider events where only a portion of net proceeds will be donated and some portion of the proceeds are being retained by another 501c3 charitable non-profit organization. If so, please contact MSAA's Manager of Special Events to discuss further.

Sponsors

All sponsorship solicitations are to be made by the Event Organizer. MSAA cannot provide suggestions on potential event sponsors or participate in solicitations. However, MSAA must review and approve any potential corporations identified for sponsorship of the Event prior to solicitation, and 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 MSAA.

All potential sponsor information should be forwarded to MSAA's Manager of Special Events to review and confirm with the organization that the in-kind contribution or sponsorship is indeed benefiting an event for MSAA. Most organizations require a letter of confirmation from MSAA.

Photographs

If participants would like their photos on MSAA's website, they must sign a photo release form. A photo release form is available on MSAA's website (Get Involved > FAQ). All photographs are the property of MSAA to use on the website or for MSAA's promotional purposes.

Permits/Licenses

The Event Organizer is responsible for obtaining any necessary social service permits necessary for fundraising from the city in which the Event is to take place. In addition, the Event Organizer is responsible for securing any required licenses for event elements and fundraising activities (e.g., liquor license) associated with the Event.

Contracts/Agreements

No more than 15 days prior to the Event, the Event Organizer must send all written contracts and agreements executed in connection with the Event to Angel Galiazzi at MSAA, 706 Haddonfield Rd. Cherry Hill, NJ 08002.

Event Revenue

All checks and money orders should be made payable to **MSAA**. The Event Organizer is responsible for maintaining accurate records of expenses and net revenue. MSAA must receive a complete accounting of all income and expenses related to the event, including all tangible non-cash related contributions. MSAA reserves the right to inspect all financial records related to the event.



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Representatives and Speakers

Requests for a MSAA representative or patient speaker to attend your event should be made a minimum of forty five (45) days in advance of the event. In addition, we ask that the event has net revenue of at least \$10,000. Please be as specific as possible in your request as to the role the representative will play.

***Note:** While every effort to accommodate this request will be made, MSAA cannot guarantee that a local representative/speaker will be available to due limited resources.

General Liability

For MSAA's protection, the Event Organizer agrees to indemnify and hold MSAA 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.

Raffles

Raffles for charitable organizations are governed by strict state, federal and Internal Revenue Service (IRS) guidelines related to solicitations, disclosures and taxable winnings. MSAA requires the Event Organizers to research state guidelines prior to approval of the event. Event Organizer is responsible to abide by all laws and restrictions. MSAA is not responsible for organizing or contacting local authorities.

Auctions

If an Event Organizer elects to conduct a live or silent auction component in the third-party event, the fair market value of all items must be disclosed on all bid sheets and/or event programs.

Auctions for charitable organizations are governed by strict state, federal and Internal Revenue Service (IRS) guidelines related to solicitations, disclosures and taxable winnings. MSAA requires the Event Organizers to research state guidelines prior to approval of the event. Event Organizer is responsible to abide by all laws and restrictions. MSAA is not responsible for organizing or contacting local authorities.

Proceeds and Event Summary Report

The Event Organizer will submit the net proceeds from the Event to MSAA within forty five (45) days of the Event. The Event Organizer will maintain complete and accurate records containing all information required for computation and verification of the amounts due and MSAA has the right to inspect and copy all financial and other records that relate to the Event.

Acknowledging Contributions

MSAA will only acknowledge contributions made by check from the Event Organizer. Contributions made to MSAA online will receive an automatic receipt by email. All contributions from event participants in check form should be made payable to **MSAA**. The Event Organizer will be responsible for sending a list of all participants, their addresses, and all checks received associated with the event so that MSAA may send the



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participants an acknowledgement letter within forty-five (45) days following the Event. **Note: The acknowledgement letter will include their tax-deductible donation; if a community service letter is needed, please contact MSAA's Manager of Special Events at events@mymsaa.org.**

Event Planning Support

While we are not able to provide in-depth event support, MSAA's Manager of Special Events is available to answer questions on the development of event materials, timelines and other planning issues.

The following materials are available for use by organizers of approved third-party events:

- Tips to Successfully Organize Your Fundraising Event
- Simple Fundraising Guide and Checklist
- How to Ask for a Donation
- Toolkit
- MSAA promotional and educational materials
- MSAA's logo for use on promotional materials
- A letter of verification letter confirming the organizer's intent to raise funds for MSAA

If you have any questions, please contact the Manager of Special Events, at (800) 532-7667, ext. 161 or email events@mymsaa.org.

Agreement

I acknowledge that I have read and agree to be bound by all terms of this Third Party Events Agreement and my electronic acceptance of the terms hereof is valid. I recognize that my agreement to the terms of this agreement is a material inducement to the MSAA Parties to allow me to organize the Event, and MSAA would not allow me to organize the Event unless and until I agree to the terms of this Agreement. This Agreement may be stored electronically, and I agree that a copy is authentic and admissible as evidence in any future suit or proceeding.

Agreement Agreed and Accepted

Signature

Date

Print Name



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