



Ronald McDonald
House Charities®
New Mexico

EVENT BY OTHERS GUIDELINES & APPLICATION

Ronald McDonald House Charities of New Mexico® (RMHC-NM) is pleased to be the beneficiary of financial support as a result of special fundraising events or projects by generous individuals, groups, and organizations. In order to ensure that all proposed fundraising projects are in keeping with our organizational guidelines, and to comply with regulations pertaining to non-profit organizations, we require:

1. Completion and return of the attached **Event by Others Application** for review prior to authorization to conduct an event/activity. This form should be submitted a minimum of 30 days prior to date of event. The development office representative(s) will review the request. All requests will be answered no later than 10 days after receipt.
2. Use of RMHC-NM name or logo will only be authorized after approval of the Event by Others Application. Sponsor/organization is authorized to use the name **“Ronald McDonald House Charities of New Mexico”** only in connection with the fundraising event, and only until the earlier of the completion of the event, or termination of this agreement. All usage of the trademark of The Ronald McDonald House Charities of New Mexico shall bear the registered trademark symbol, “®”
3. Any advertisements or press releases need to be approved by RMHC-NM at least three days prior to their release.
4. The amount or percentage of monies donated to RMHC-NM must be included in all advertisements so that the public knows what percentage of their funds will benefit the organization.
5. RMHC-NM assumes no responsibility for promoting the event.
6. We must always be sensitive to the privacy of children or families staying at Ronald McDonald House®. Therefore, no family that is or has been a guest of the Ronald McDonald House may be exploited in connection with the event or endeavor.
7. Event sponsor/organization agrees to comply with all necessary local or government regulations. This includes, but is not limited to, registering with the appropriate agencies, purchasing insurance, and following any rules of disclosure currently required by the IRS, and required licenses or permits.
9. The sponsor/organization holding the event intended to benefit Ronald McDonald House Charities of New Mexico agrees to indemnify and hold RMHC-NM harmless from any and all claims that may arise as a result of this event.
10. Due to the high level of demand on volunteers’ time, RMHC-NM limits its commitments of volunteer resources if the net revenue is expected to be less than \$5,000.
11. This agreement shall not be assignable by event sponsor/organization.
12. Any endeavor which requires that the Ronald McDonald House solicit its donors or Board of Directors to make or solicit purchases will not be accepted.
13. Sponsor/organization shall perform all things necessary for the successful completion of the fundraising event, and shall assume full obligation and responsibility for the payment of all expenses in connection therewith, without regard to the amount of funds collected for the event.
14. Sponsor/organization agrees to deliver to RMHC-NM, promptly after the completion of the fundraising event, the proceeds, including pledges, and to provide a written accounting of the fundraising event if requested by RMHC-NM.

Please initial that you have read the above guidelines. _____

EVENT BY OTHERS APPLICATION

Name of organization _____

Contact person _____

Address _____

Phone # _____ Email _____

Brief description of proposed event/activity, including location: _____

Date of event/activity _____ Hours of event _____

What promotional events and/or media are planned? _____

Admission charge Y / N, Amount \$ _____ Expected number of guests _____

How and where are tickets to be sold? _____

Will the event/activity benefit other organizations? Y / N

Names of other organizations: _____

Other way(s) in which funds will be raised: _____

Percentage of gross revenue to be donated to RMHC-NM: % _____

Expected donation to RMHC-NM \$ _____

Check Presentation or Speaking Engagement Speaker Required? Y / N

PR Required? Y / N Date of Presentation _____ Time Needed: _____

Number of Persons Expected _____

Materials, if needed? _____

Other Details: _____

I have read the attached Event by Others Guidelines of Ronald McDonald House Charities of New Mexico.
I agree to comply with all guidelines.

Signature of contact person _____

Date _____

Please use additional paper if more room is needed.

**Return application to: Ronald McDonald House Charities of NM
1011 Yale Blvd NE • Albuquerque, NM 87106
(505) 842-8960 • (505) 764-0412 Fax**

