



# RONALD McDONALD HOUSE®

## BENEFIT APPROVAL POLICY GUIDELINES

The Ronald McDonald House Charities of Tampa Bay and its cornerstone program, Ronald McDonald House, hereafter referred to as RMH, 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 attached Benefit Approval Form for review prior to authorization to conduct an event. This form should be submitted a minimum of 30 days prior to date of event. RMH representative(s) will review the request. All requests will be answered no later than 15 days after receipt.
2. Use of RMH name or logo will only be authorized after completion of Benefit Approval Form. Sponsor is authorized to use the name, Ronald McDonald House Charities® of Tampa Bay, only in connection with the fundraising event and only until completion of the event or termination of this agreement. All usage of the trademark of Ronald McDonald House Charities® or Ronald McDonald House® shall bear the registered trademark symbol, ®.
3. Any advertisements or press releases need to be approved by RMH prior to their release. For any print or electronic media promotion, we ask that you provide us a copy along with resulting articles or postings. We also ask to be notified of any media events or appearances and radio and television spots.
4. The amount or percentage of monies donated to RMH must be included in all advertisements so that the public knows what percentage of their funds will benefit the Ronald McDonald House.
5. RMH assumes no responsibility for promoting the event.
6. We must always be sensitive to the privacy of children or families staying at the Ronald McDonald House. Therefore, no family that is or has been a guest of RMH may be exploited in connection with the event or endeavor.
7. Event sponsor agrees to comply with all necessary local or government regulations. This includes, but is not limited to, registering with the appropriate agencies, purchasing insurance, following any rules of disclosure currently required by the IRS, and securing required licenses or permits.
8. The sponsor/organization holding the Event intended to benefit Ronald McDonald House agrees to indemnify and hold RMH harmless from any and all claims that may arise as a result of this event.

9. Due to the high level of demand on our volunteer's time, RMH cannot commit the resources of its volunteers if the net revenue is expected to be less than \$5,000. Exceptions will be reviewed on a case-by-case basis.
10. This agreement shall not be assignable by Sponsor.
11. Any endeavor which requires that the Ronald McDonald House solicit its donors or Board of Trustees to make or solicit purchases will not be accepted. This includes our Mission Partner, McDonald's Corporation.
12. Sponsor shall perform all tasks 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.
13. Sponsor agrees to deliver the proceeds to RMH promptly after the completion of the fundraising event, including pledges, and to provide a written account of the fundraising event if requested by RMH.
14. Requests for an RMH representative must be made within 30 days of the event.

Sponsor Printed Name \_\_\_\_\_ Date \_\_\_\_\_

Sponsor Signature \_\_\_\_\_



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## BENEFIT/FUNDRAISING/PROMOTION INFORMATION

Name of group/organization: \_\_\_\_\_

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

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone #: \_\_\_\_\_ FAX: \_\_\_\_\_

Email: \_\_\_\_\_

Promotion Name: \_\_\_\_\_

Date(s) of promotion: \_\_\_\_\_ Time(s): From: \_\_\_\_\_ To: \_\_\_\_\_

Name & address of facility where promotion is being held: \_\_\_\_\_

Description of promotion: \_\_\_\_\_

Event sponsor(s): \_\_\_\_\_

Will you be serving alcohol? \_\_\_\_\_ Are you selling alcohol? \_\_\_\_\_

If yes, who has the liquor liability license? \_\_\_\_\_

How will the dollars be raised? \_\_\_\_\_

How will the funds be collected? \_\_\_\_\_

What percentage of funds raised will be donated to the charity? \_\_\_\_\_

Estimated expenses: \$ \_\_\_\_\_ Estimated gross receipts: \$ \_\_\_\_\_

Does the applicant have a Certificate of Insurance to cover the promotion?  Yes  No

Carrier: \_\_\_\_\_ Policy #: \_\_\_\_\_

Type of assistance requested from Ronald McDonald House: \_\_\_\_\_

Will the RMH logo be used on printed material?  Yes  No *If yes, please attach a copy of material(s).*

Signature of applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this form as soon as possible to:

**Ashley Messer, Event Coordinator, 28 Columbia Drive, Tampa, FL 33606**

**Fax: 813 / 258-6517 Email: amesser@rmhctampabay.org**

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For office use only

Date Received: \_\_\_\_\_ Date Approved: \_\_\_\_\_

Hold Harmless Agreement Needed:  Yes  No Additional Insurance Needed:  Yes  No

RMH Executive Officer: \_\_\_\_\_

**Please complete, if appropriate to your event.**

Additional information:

Who is providing food and/or drink? \_\_\_\_\_

Who is responsible for providing security? \_\_\_\_\_

Number of vendors/trade booths? \_\_\_\_\_

Description of goods sold or displayed? \_\_\_\_\_

Are you requesting an RMH representative at the event? YES \_\_\_\_\_ NO \_\_\_\_\_