



Third Party Event Guidelines

INTRODUCTION

Thank you for your interest in becoming a Third Party Fundraiser for the ProMedica Foundation! We are most grateful to the many independent individuals and organizations who wish to host events in support of our mission: to improve the health and well-being of the people we serve.

Please review the complete guidelines for Third Party Fundraising prior to submitting an event agreement for approval. If you have any questions regarding Third Party Fundraising at the ProMedica Foundation, please feel free to reach out.

What is a Third Party Event or Activity?

A third party fundraising activity is defined as an activity held by supporters, donors, community members, or businesses unaffiliated with, and in support of, the ProMedica Foundation and its hospitals (Bay Park, Defiance, Ebeid Children's, Flower, Fostoria, Hickman, Memorial, Monroe and Toledo). The activity does not require the financial responsibility of the ProMedica Foundation, and minimal to no support from its staff.

ProMedica Foundation's Role

The ProMedica Foundation can:

- Offer advice on the planning of your event;
- Provide a ProMedica Foundation volunteer or staff member to attend your event (depending on event location, advance notice, and availability);
- Acknowledge your direct contribution to the ProMedica Foundation;
- Approve the use of the ProMedica Foundation and hospital names for your event.

ProMedica Foundation cannot:

- Guarantee staff or volunteer support at/for your event;
- Promote your event;
- Share access to donor contact information;
- Apply for **licenses for your event**.

Approval Process

- To receive approval for your event, please complete an event application form and submit it for review 60 days prior to the event's date.
- Once submitted, the form becomes an agreement between the Third Party Fundraiser and the ProMedica Foundation.
- Each submission will be reviewed on a case by case basis for approval to ensure each event meets the criteria for successful Third Party Fundraising.
- The ProMedica Foundation reserves the right to decline participation or funds generated from events that were not approved or conflict with the mission or core values of the organization.

Event Promotion

- Third Party Fundraiser events must be approved in advance prior to the promotion of the event.
- Use of any ProMedica Foundation logo is permitted for approved Third Party Fundraising events and requires approval from ProMedica Foundation staff.
- Use of the ProMedica Foundation name is permitted only with explicit pre-approval.
- Events must be clearly marketed as “benefitting the ProMedica Foundation.” No events may claim to be “sponsored by the ProMedica Foundation.”
- All promotional material (including but not limited to brochures, flyers, posters, press releases, advertising, and tickets) whether electronic or for hard copy distribution, must be approved in advance by ProMedica Foundation staff.

Event Expenses & Liability

- The ProMedica Foundation is not responsible for any event-related expenses incurred from the Third Party Fundraiser. Events must be self-sustaining, and funds will not be provided at any time from the ProMedica Foundation under any circumstances.
- Necessary state registrations, permits, and insurance required for hosting an event are the sole responsibility of the third party fundraiser, not of the ProMedica Foundation.
- All planning, expenses, insurance, and permits are the sole responsibility of the host of the event.
- Depending on which state a third party fundraiser resides in, a contract between the ProMedica Foundation and the fundraiser may be required.

TERMS AND CONDITIONS

Event Income

- **Only final net proceeds will be processed by the ProMedica Foundation. Under no circumstances will third party revenue and expenses flow through ProMedica accounts.**
- Final proceeds (based on the percentage of the proceeds stated in the Event Proposal Application Form) generated by the event must be made payable to the ProMedica Foundation and identified as generated from the Third-Party Fundraiser Event.

Prohibited Events and Activities:

The ProMedica Foundation does not permit the following types of fundraising on our behalf:

- Events or activities that raise money on commission.
- Events that encourage or involve behavior that is contrary to ProMedica Foundation mission and/or program activities.
- Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political candidate.
- Direct response solicitation, through digital, telemarketing, or face-to-face canvassing.



Third Party Event Agreement

Thank you for your interest in hosting an event or activity to benefit the ProMedica Foundation. Please complete this form in its entirety 60 days before your proposed event and submit any collateral created for your event to be reviewed for approval. Please return the form and items to ProMedica Foundation via email at promedica.foundation@promedica.org.

DATE OF APPLICATION SUBMISSION: _____

NAME OF INDIVIDUAL(S) PLANNING THE EVENT: _____

NAME OF ORGANIZATION (IF APPLICABLE): _____

EMAIL: _____ PHONE: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

WEBSITE (IF APPLICABLE): _____

PUBLICLY ACCESSIBLE SOCIAL MEDIA ACCOUNTS (IF APPLICABLE):

NAME OF EVENT: _____

EVENT DATE/TIME/DURATION: _____

EVENT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

DESCRIPTION OF EVENT/ACTIVITY (INCLUDING DESCRIPTION OF HOW FUNDS WILL BE RAISED, AND RATIONALE FOR AFFILIATION WITH THE PROMEDICA FOUNDATION):

TERMS AND CONDITIONS:

The organizers of the event that is the subject of this application shall indemnify and hold harmless the ProMedica Foundation, its officers, directors and employees, from and against any and all claims, liabilities, costs, fines and expenses (including reasonable attorneys' fees) arising out of any claims or suits, or threats of suits which may be brought against the ProMedica Foundation for any reason in connection with this event and including but not limited to: (i) the organizers' breach of obligations to comply with applicable law; (ii) the organizers' dealing with any third parties including third party contractors; (iii) any unauthorized use by the organizers of the ProMedica Foundation's name, logo or other proprietary symbols or information, or any unauthorized presentations; or (iv) any negligence or willful misconduct by the organizers or its employees, contractors or agents. The organizers' obligations hereunder shall survive the termination of this agreement. The organizers shall retain insurance sufficient to cover any personal injury experienced by their staff, volunteers, participants or anyone else involved in the event or related pre or post event activities, and the ProMedica Foundation will be understood to be absolved of any such liability. The ProMedica Foundation will not be held liable for any injury to or actions by the organizers, their staff and volunteers, any event participants or anyone else involved in the event or any related pre or post event activities, resulting in any claims of liability during the event or during any related pre or post event activities.

The ProMedica Foundation reserves the right to withdraw the use of its name at any time. If the event is canceled or rescheduled, the organizer will notify the ProMedica Foundation as soon as possible, but at least 24 hours prior to the original time and date of the event.

I have read the accompanying Third Party approval guidelines for the ProMedica Foundation. I hereby agree to comply with these terms and provide all requested information in the timeframe described.

NAME OF EVENT/ACTIVITY CONTACT (PLEASE PRINT): _____

SIGNATURE OF EVENT CONTACT: _____ DATE: _____

Please return this completed form and copies or photos of promotional materials to ProMedica Foundation via email at promedica.foundation@promedica.org.

THANK YOU

for choosing to support the ProMedica Foundation!