



## **Third Party Events**

### **Guidelines and Agreement Form**

**March 2015**

## **Third Party Event Guidelines and Agreement Form**

Thank you for your interest in supporting the ALS Society of Manitoba Inc. by hosting a third party event. In order to assist you with the planning and execution of a successful event, we ask that you read the Third Party Event Guidelines and complete the Agreement Form.

### **Guidelines**

Thank you for choosing the ALS Society of Manitoba Inc. as a recipient of your fundraising event. Community support is the key to our success and we recognize the efforts it takes to organize and hold an event on our behalf.

In order to help your event run more smoothly we have created third party event guidelines for fundraising events held on behalf of ALS Society of Manitoba Inc. If you have any questions, please do not hesitate to contact our office at (204) 831-1510 ext. 4.

### **What the ALS Society of Manitoba Inc. requests of third party event organizers:**

- Contact the ALS Society of Manitoba Inc. to register new events or update us on continuing events. It is important that our agency be aware of all events that are held in support of our programs.
- It is the event organizer's responsibility to communicate to sponsors, participants and the general public that the ALS Society of Manitoba Inc. is not conducting the event, but is the beneficiary of the event.
- Full permission for the use of corporate or personal name(s) and photo(s) in connection with this event for the ALS Society of Manitoba's publications.

### **The ALS Society of Manitoba Inc. can provide the following assistance once your event has been approved by our office:**

- Advice and expertise on event planning;
- Attendance of an ALS Society of Manitoba representative, when appropriate and available;
- A support letter that validates the authenticity of the event/organizer, from date of issue until the event is complete;
- Limited supplies, such as information brochures, bookmarks and other promotional material.

### **The ALS Society of Manitoba Inc. cannot provide the following:**

- Funding and reimbursements for event expenses;
- Donor or sponsor lists;
- Promotion or advertising of your event;
- Guaranteed attendance of staff or volunteers at your event;

- Application for gaming licenses, e.g. bingos, raffles, liquor, insurance
- Prizes, auction items, awards;
- Tax receipts for cash or in-kind goods that were not directly received by the ALS Society of Manitoba Inc. (Please also see information on tax receipts).

### **Other Guidelines:**

- All third party events require completion and approval of a Third Party Event Agreement Form.
- All publicity (including media appearances/interviews and releases, print/promotional materials, etc.) for the proposed event must be approved by the ALS Society of Manitoba Inc. prior to be printed, released, etc.
- The ALS Society of Manitoba Inc. name and logo may not be used by a third party/community event on an ongoing basis (i.e. on website or on promotional material), unless permission in writing has been granted to a third party by ALS Society of Manitoba Inc.
- The event organizer will obtain all necessary permits, licenses and insurance for their event.
- All funds and tax receipt information, if approved to issue receipts (i.e. contact information for receipting), must be received by ALS Society of Manitoba Inc. within 30 days after the event.
- If the event is cancelled, please notify ALS Society of Manitoba Inc. as soon as possible.
- The ALS Society of Manitoba Inc. shall have the right at any time and for any reason to request that the event organizer/Third Party cease use of the name of ALS Society of Manitoba Inc. in connection with the event and the event organizer/Third Party shall use its best efforts to comply with such request.
- The ALS Society of Manitoba Inc. will not assume any legal or financial liability at a community event.
- The ALS Society of Manitoba Inc. is not responsible for any damage, accidents to persons or property at a community event.

### **Tax Receipt Guidelines**

It is very important that you understand the rules about tax receipts BEFORE you plan your event. For further clarification on what can be receipted, you can speak with a ALS Society of Manitoba Inc. representative. It is your responsibility to communicate with donors regarding tax receipts.

The ALS Society of Manitoba Inc. will only issue receipts for the amount of the actual donation received by our agency. Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the organizer.

The ALS Society of Manitoba Inc. is permitted to issue tax receipts to individuals that make a donation without receiving a tangible item or benefit in return. Tax receipts are

provided for donations of \$20.00 or more. (i.e. Direct donations to the ALS Society of Manitoba in the amount of \$20.00 or more.)

**Tax Receipts will be issued for Third Party Events:**

- Provided the ALS Society of Manitoba Inc. receives a statement showing all revenues and expenses from the event.
- Provided the event organizer ensures that the amount of money collected after expenses is sufficient to cover the amount of money for which receipts have been requested.
- All other CRA conditions are met.

**Tax Receipts will not be issued:**

- For the purchase of admission tickets, green fees or auction items.
- For in-kind goods donated to an event.
- For donated services such as hiring an entertainer or auctioneer for an event.
- For sponsorship, as advertising or promotion (a tangible benefit) is being received in return for the payment.
- Gift certificates donated by the issuer of the certificate.

Please note: Sponsors and other corporate contributors may be provided with a business gift letter as proof of contribution. Often, a charitable receipt is neither required nor appropriate for this group of contributors.



**ALS Society of Manitoba**  
 2A - 1717 Dublin Avenue  
 Winnipeg, Manitoba R3H 0H2  
 Phone: 204-831-1510  
 Fax: 204-837-9023  
 HOPE@alsmb.ca

*Please send pages 5 – 9 to the ALS Society of Manitoba’s office for review.*

**Event Organizer Contact Information:**

Main Contact Name for Event	
Organization Name (if applicable)	
Address	
City, Province, Postal Code	
Phone (Day) Work/Home	
Phone (Evening) Work/Home	
Phone (Day of Event)	
Email	
Additional Contacts (Please List)	

**Event Details:**

Name of Event	
Event Description	
Event Date	
Time of Event	
Location of Event (Including address)	
Fundraising Goal \$	

What factors made you choose the ALS Society of Manitoba as the benefactor of your event?

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Is there an ALS Society of Manitoba volunteer connection?

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Including this year, how many years have you held this event in support of the ALS Society of Manitoba?

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How would you like to be recognized?

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**Internal/Website Promotion**

**\*\*Please note the ALS Society of Manitoba must approve all media interviews, releases and promotional materials and use of the ALS Society of Manitoba logo\*\***

How will you publicize the event? (Please attach samples of publicity materials)

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Website URL (if applicable): \_\_\_\_\_

**The ALS Society of Manitoba Involvement**

ALS Society of Manitoba Representative(s) Requested? No / Yes

How Many Representative(s)? \_\_\_\_\_

Time of the ALS Society of Manitoba Representative(s) Arrival: \_\_\_\_\_

Length of Time Required: \_\_\_\_\_

Dress Code: \_\_\_\_\_

ALS Society of Manitoba Representative(s) Role/Responsibilities (if applicable):

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Will there be a cheque presentation? No / Yes

Speaking Opportunity/Speech: No / Yes

Requested Length of Speech: \_\_\_\_\_

**\*\*Please note that we will make every effort to have ALS Society of Manitoba representative at your event if requested but we cannot always guarantee attendance of staff or volunteers\*\***

**Promotional Materials:**

**Items Requested**

Banner	No / Yes	
Posters	No / Yes	Quantity: _____
Brochures	No / Yes	Quantity: _____
Newsletters	No / Yes	Quantity: _____
Donation Cards	No / Yes	Quantity: _____
Other:		

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**\*\*Please note that if you request a banner, it must be returned to the ALS Society of Manitoba office upon completion of the event\*\***

Please indicate when you require these requested items? (Day of Event OR Prior to event – please specify a date)

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We ask that you please read the ALS Society of Manitoba Third Party Event Guidelines before signing this form.

**Project Budget**

Projected Gross Revenue: \_\_\_\_\_

Projected Expense: \_\_\_\_\_

Projected Net Revenue: \_\_\_\_\_

Please note that we realize these figures are estimates. Please use your best guess; we will not hold you to these numbers. This is meant to be a tool to help you determine your fundraising goals.

Depending on the nature of your event, some expenses may or may not apply. All event costs must be paid directly by the organizer or out of the event proceeds.





**PLEASE READ THE FOLLOWING AND SIGN:**

I have spoken to an ALS Society of Manitoba representative about tax receipts and the CRA Guidelines as it relates to the planning of this event. I have read and understand the ALS Society of Manitoba Third Party Event Guidelines as well as my role as an event organizer.

This event in no way represents a joint venture or partnership.

By signing below, I agree that all publicity (including media appearances/interviews and releases, print/promotional materials, etc.) for the proposed event must be approved by ALS Society of Manitoba prior to being printed, released, etc.

ALS Society of Manitoba shall have the right at any time and for any reason to request in writing that the Third Party cease use of ALS Society of Manitoba logo in connection with the event and the Third Party shall use its best efforts to comply with such request.

It is understood that ALS Society of Manitoba in no way endorses any products or services used in connection with the event and shall not be held liable for any damages, costs, injury to the person or property or any other loss from the event.

The Third Party will indemnify, defend and hold ALS Society of Manitoba harmless from all claims, cause of action and damages of any kind arising out of or in connection with the community event, including but not limited to property damage or personal injury or other cause of action of any kind arising out of or in connection with the event.

Note: A signed copy of this contract must be on file at ALS Society of Manitoba before proceeding with your event. Tax Receipts will not be issued unless you have discussed your event with a ALS Society of Manitoba representative. Please note that a full event accounting is required before tax receipts can be issued.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
ALS Society of Manitoba's Executive Director

\_\_\_\_\_  
Date