



Third Party Event Policy

Purpose:

Third party fundraising events should fit the mission and promote the appropriate image of the Pancreatic Cancer Association of WNY (PCAWNY) which is to create awareness, raise fund (for research), and advocate for those affected by pancreatic cancer.

Permission:

Pancreatic Cancer Association of WNY has a fiduciary duty to ensure that its name is properly represented to the public, that the funds are being handled and accounted for in a responsible manner, and the fundraising is being conducted in a manner that is consistent with the mission and image.

All fundraising events for the Pancreatic Cancer Association of WNY require permission in advance. Do not make public announcements or promote the event until it is approved. Fundraising events must comply with all local, state and federal laws.

Event Promotion & Logo Usage:

- The third-party individual/group/organization holding the event must represent themselves as a third-party fundraiser(s), rather than staff or members of the PCAWNY.
- The Pancreatic Cancer Association of WNY logo cannot be reproduced without written permission.
- The Pancreatic Cancer Association of WNY may promote the event, where appropriate, through:
 - The Pancreatic Cancer Association of WNY website with a link to the event's/organization's website, if appropriate.
 - Pancreatic Cancer Association of WNY's social media
 - E-mail information about the event to the PCAWNY's e-mail database.

Event Language:

Any promotional materials must be clear that the event or fundraiser is raising funds that will benefit the Pancreatic Cancer Association of WNY and how the organization will benefit. Suggested language: "*All proceeds to benefit the Pancreatic Cancer Association of WNY.*" Or "*25% of the ticket price will benefit the Pancreatic Cancer Association of WNY.*"

Financial Guidelines

- If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.
- The Pancreatic Cancer Association of WNY sales tax-exemption (on purchases) cannot be extended to any Third-Party event or fundraising effort.
- The sponsor individual/group/organization assumes all liability risk related to the event.

Sponsorship:

The Pancreatic Cancer Association of WNY cannot solicit sponsors for any third-party fundraising event and does not provide any donor or member contact information.

In-Kind Sponsorship:

- In-kind sponsorship is defined as a donation of a product or service such as printing or silent auction items. The Pancreatic Cancer Association of WNY cannot solicit in-kind sponsors for any third-party fundraising event.
- In-kind sponsors should also be acknowledged and provided with tax documentation by the third-party event organizer.

Tax Receipts & Donor Acknowledgement:

If a donation has been given on behalf of the Pancreatic Cancer Association of WNY:

- In-kind sponsors and cash sponsors need to be differentiated.
- In order to guarantee proper acknowledgement of event donors and to provide proper tax documentation, the Pancreatic Cancer Association of WNY requires a list of event donors including: name, address, donation amount and value within 30 days after the event. *This is only necessary if acknowledgement of a donation is desired of an individual or entity.*

Cancellation, Liability & Changes:

- The sponsors agree to indemnify and hold harmless the Pancreatic Cancer Association of WNY from any and all claims and liabilities in any way related to the event.
- Event organizer agrees to advise the Pancreatic Cancer Association of WNY of any changes in the event.

How the Pancreatic Cancer Association of WNY Can Support Event Organizers:

- Acknowledge direct contributions to the Pancreatic Cancer Association of WNY.
- Approve the use of the Pancreatic Cancer Association of WNY logo and/or name.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide limited existing Pancreatic Cancer Association of WNY materials for the event such as brochures as available.
- Provide information about the event on the Pancreatic Cancer Association of WNY website with a link to the event's/organization's web site, if appropriate.
- Promote the event on the Pancreatic Cancer Association of WNY's Facebook page, if appropriate.
- May conduct E-mail blasts about the event to the Pancreatic Cancer Association of WNY database prior to event, as the agency deems appropriate.
- Acknowledge the event's donation by publishing the event name, event description, locations and contact information on the Pancreatic Cancer Association of WNY website.
- Offer guidance/assistance in preparing information for the media (press releases) and/or with promoting the event, if requested and as agency deems appropriate. *PCAWNY cannot write or submit press releases for outside event organizers.*

**The marketing support offered by PCAWNY and listed above is a suggested list only and may be adapted accordingly to suit the 3rd party fundraising event.*