



Guidelines for Event and Promotion Fundraising

Use of Name

Events/promotions must provide a favorable community image. All written or verbal promotional materials or announcements that include the American Breast Cancer Foundation's name and/or logo or any other materials utilized in connection with an event or promotion made on behalf of ABCF must be approved in writing by ABCF management prior to use, and is limited to use only as authorized in the executed Agreement. The attached fundraising agreement application must be completed and submitted before written permission to use the American Breast Cancer Foundation's name and/or logo (whichever is authorized) is granted to a sponsor.

The American Breast Cancer Foundation reserves the right to review and approve or disapprove all artwork and/or copy containing the name and/or logo of ABCF within a reasonable time from the date it is provided to ABCF by The sponsor. No use shall be made of the ABCF name and/or logo without said approval.

Responsibility for Events and Promotional Items

While we are happy to provide guidance for your event, we do not have the personnel to handle administrative tasks of third party events. These tasks may include but are not limited to: distributing invitations, compiling RSVP's, or selling tickets. Permission to request from the media "free time" for charitable promotion announcements on behalf of the American Breast Cancer Foundation may be granted, but the foundation will not provide or be responsible for the advertising or promotional cost of the event/promotion.

The sponsor is responsible for obtaining any permits and clearances required by federal, state or local government. The sponsor must also obtain appropriate insurance coverage if necessary, such as in activities involving sporting events or the like.

In addition, the sponsor is responsible to comply with all IRS regulations regarding the proposed promotion/event. The sponsor may not use ABCF's tax identification number nor open any financial account using the Foundation's name (note: donations made by individuals or businesses can be made payable to ABCF).

The Sponsor agrees to indemnify and hold harmless the American Breast Cancer Foundation against any claims by third parties or vendors for any fee, cost, or payments incurred pursuant to the event/promotion. The sponsor assumes responsibility for any injury, liability, loss or claim arising from event or activities.

COMPLIANCE WITH GOVERNING LAW AND AGREEMENT TERMS

This Agreement represents the full understanding of the parties hereto, and supersedes any prior or contemporaneous agreements, whether oral or written, between the parties.

The sponsor and ABCF shall conduct the Promotion and related activities contemplated by this Agreement in conformity with all applicable laws and regulations. Both parties shall obtain all necessary Federal and State authorizations or approvals that may be required to conduct the Promotion as described herein. The parties shall cooperate as to the filing of any bonds, guarantees, and/or duties that may be required in connection with the Promotion. Provided, however, that each party is solely responsible for complying with any such filings as they may apply to that party and shall hold the other party harmless for failure to comply.

It is understood and agreed that this Agreement will be effective unless either party exercises its prerogative to terminate this Agreement by way of providing seven (7) days advance written notification to the other party that it is terminating this Agreement. Termination may be had with or without cause and for any reason, or no reason.

Any dispute which can not be resolved between the parties shall be submitted to binding arbitration and shall be conducted in accordance with the rules of the Commercial Panel of the American Arbitration Association. The arbitration shall take place in city of Baltimore, Maryland or such other place as mutually agreed upon. The decision of the arbitrator shall be final and non-appealable. This Agreement is deemed to have been made and entered into the state of Maryland and the laws of the state of Maryland shall govern.

MAKING YOUR DONATION TO ABCF

In order to fulfill our own accounting requirements, we request that you provide us the event proceeds and details of the accounting within sixty (60) days after the conclusion of your special event. If the sponsor represents to the public that a specific percentage of proceeds from an event/promotion will benefit ABCF, the sponsor must be prepared to provide an accounting of revenues and expenses within said sixty (60) days.

Our policy is to acknowledge checks of \$25 or more to ABCF. We also like to acknowledge the reason for the donation. This may not be possible if we receive checks without explanation of their purpose. In order to properly account for all donations, we ask that you send us only one check made out to ABCF. If the donation is coming from several donors, please provide us with an electronic spreadsheet that includes the donors' names, addresses, and amount of donation and check number, if applicable.

We appreciate your event contributions to the American Breast Cancer Foundation. Thank you so much for participating in helping us to help others.

AmerI can Breast Cancer FOUNDATION

Event and Promotion Fundraising Application

Sponsor Contact: _____ Phone: _____

Sponsor Organization Name: _____

Sponsor Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Brief history or mission of organization if applicable:

Name of Event/Promotion: _____

Brief description of: _____

Event/Promotion Date(s) _____

If Applicable: Rain Date(s) _____ Time: _____

Location: _____

Projected Funds Generated: _____

Projected Expenses: _____

Minimum Contribution (a minimum of \$500.) _____

Percent of funds raised used for expenses _____

How will funds be generated? _____

Publicity: _____

Insurance (if applicable): _____

Current Sponsors/Underwriters (if applicable):

What assistance will this event/promotion require from of the American Breast Cancer Foundation?

I confirm that I have read the attached Guidelines for Event and Promotion Fundraising and agree to abide by the policies outlined within.

(Printed) Sponsor Representative Name _____ Date: _____

Authorized Sponsor Signature _____ Title _____

Please mail or fax this completed form for approval with an original signature 30 days prior to the event/promotion date. Please retain a copy for your records.

AMERICAN BREAST CANCER FOUNDATION EVENT/PROMOTION APPROVAL

The American Breast Cancer Foundation hereby authorizes this event/promotion and will honor terms set forth in this Agreement.

Sherri Walters

Development Associate

Date