



**Ronald
McDonald
House®**
Ann Arbor

Third-Party Fundraising Event Agreement

1. Organizer Information

Name of sponsoring organization or individual:

Primary contact person:

Title/Role:

Address:

Phone:

Email:

2. Event / Activity Information

Event name:

Description of activity:

Event date(s) & time(s):

Location:

Expected attendance:

Is sole beneficiary?** Yes _____ No _____

If no, list other beneficiaries and the distribution of proceeds:

**Will the organizer pay or contract individuals/firms to help plan, manage, or promote the activity? Yes _____ No _____

If yes, list names and roles:

3. Fundraising Plan & Financial Terms

Method(s) of raising funds (e.g., ticket sales, auctions, raffles, product sales, peer-to-peer fundraising):

Estimated gross revenue:

Estimated expenses:

Estimated net proceeds to Ronald McDonald House Ann Arbor:

Please specify the actual amount/percentage of a donor's contribution that will directly benefit : (e.g. \$5 for every item purchased OR 50% of net proceeds):

Note: The language entered above must appear in all advertising, promotion and contact with donors/participants.

Organizer agrees to remit all proceeds and a financial summary to Ronald McDonald House Ann Arbor within **30 days of the event.

4. Compliance, Permits & Insurance

The Organizer is responsible for:

- Securing all required **permits, licenses, and insurance**, including but not limited to raffle licenses, special event permits, and liability insurance.
- Ensuring the event complies with all **local, state, and federal laws**, including charitable solicitation laws.
- Covering all event-related expenses. Ronald McDonald House Ann Arbor will not reimburse costs or cover event deficits.
- Adhere to marketing and brand guidelines and be aligned with the mission and vision of .

- If alcohol will be served, Organizer must ensure compliance with state/local regulations and carry appropriate insurance coverage.

5. Branding, Marketing & Communications

Use of name, logo, or other identifiers is strictly controlled. Organizer agrees to:

- Identify only as the **beneficiary**, not the sponsor, host, or co-host.
 - Example:
 - **Correct:** “XYZ Golf Tournament benefiting Ronald McDonald House Ann Arbor”
 - **Incorrect:** “ Ronald McDonald House Ann Arbor Golf Tournament.”
- Submit all promotional materials (digital, print, social media, press releases) to Alexis TerBush at alexis@ronaldmcdonaldhouseannarbor.org for approval **before** use.
- Use only **approved logos and brand assets** provided by the Ronald McDonald House Ann Arbor
- Avoid any messaging that misrepresents ’s involvement or implies endorsement.

Ronald McDonald House Ann Arbor may promote the event, including inclusion in a monthly newsletter or on our social media story, at its discretion but does not guarantee promotion or attendance.

6. Donations, Receipting & Financial Reporting

- Organizer will provide Ronald McDonald House Ann Arbor with a **full accounting** of revenue and expenses within **30 days**.
- Donations can be made directly to Ronald McDonald House Ann Arbor and will be receipted by Ronald McDonald House Ann Arbor in accordance with IRS guidelines.
- Organizer is responsible for collecting donor contact information necessary for acknowledgments when appropriate.
- Ronald McDonald House Ann Arbor cannot provide access to its donor lists.

7. Liability & Indemnification

Organizer assumes all responsibility for:

- Safety of participants, volunteers, vendors, and attendees.
- All risks, liabilities, damages, and costs associated with the event.
- Ronald McDonald House Ann Arbor reserves the right to:
 - Withdraw approval at any time if event circumstances conflict with Insert Chapter Name mission, values, or brand standards.
 - Prohibit use of its name or marks if guidelines are violated.

Organizer shall hold Ronald McDonald House Ann Arbor and its trustees, directors, officers, employees, staff, volunteers, and agents (collectively, the “Indemnified Parties”) harmless from and against any and all claims, liabilities, judgments, penalties, settlements, losses, damages, and expenses, including court costs and reasonable attorney’s fees, incurred or suffered by any of the Indemnified Parties in connection with or as a result of Organizer’s event described herein. In addition, Organizer has read and understands the protocols related to third party fundraising in connection with the Ronald McDonald House brand and agrees to adhere to all guidelines outlined by Ronald McDonald House Ann Arbor, from time to time.

ORGANIZER AGREES TO RELEASE THE INDEMNIFIED PARTIES FROM ANY AND ALL LIABILITY ARISING OUT OF THE ACTIVITY/EVENT DESCRIBED HEREIN.

Organizer:

Title:

Date:

Contact:

Title:

Date:

