



### **THIRD PARTY EVENT GUIDELINES**

Thank you for your interest in supporting the Niagara County Society for the Prevention of Cruelty to Animals (NCSPCA) via a fund-raising event. It is because of individuals such as you that we are able to continue the NCSPCA's mission of protecting and caring for injured, neglected and homeless pets.

We are frequently approached by donors – individuals, organizations and corporations – that wish to conduct special events and contribute a portion of the revenues, less out of pocket expenses (percentage of net proceeds) to us.

We welcome these intentions with deep gratitude. However, to protect the donating parties (third party) and the NCSPCA, we have drafted the requirements below and require a written agreement with a sponsor.

#### **Criteria for entering third party relationships:**

1. The sponsoring organization/individual is responsible for all sales, marketing and promotion of the event.
2. Hazardous events will not be considered.
3. The event/program must comply with applicable local, state and federal laws and regulations as well as NCSPCA policies and the Association of Fundraising Professionals' Code of Ethical Principles: [www.afpnet.org/content\\_documents/CodeofEthics.pdf](http://www.afpnet.org/content_documents/CodeofEthics.pdf)
4. If only a portion of the proceeds will go directly to the NCSPCA, the sponsoring organization must clearly disclose to purchasers, participants, etc., the approximate amount of dollars and/or percent of the proceeds that will go to NCSPCA.
5. All publicity and/or promotional materials released to the mass media referencing the NCSPCA's involvement require advance approval from the NCSPCA.
6. Events involving alcohol and/or tobacco require approval of the NCSPCA.
7. The NCSPCA must always be presented in a positive light by the sponsoring organization/individual.
8. The NCSPCA will not supply any funding to finance a third party event/program and will not be responsible for any debts incurred.
9. Any use of the NCSPCA's name and logo is prohibited unless the NCSPCA approves of the third party using same. All print and collateral materials must be approved by the NCSPCA and comply with existing guidelines regarding the use of the NCSPCA's name and logo.
10. All checks from participants of third party events and programs must be made out to the Niagara County SPCA in order to qualify as charitable contributions.
11. The sponsoring organization must provide the NCSPCA with a list of targeted corporate sponsors. The NCSPCA reserves the right to exclude solicitation of specific sponsors.

12. If a separate bank account is being established by the third party for the event, it must be opened in the third party's name. NCSPCA policies do not permit a third party to establish a bank account in the name of the NCSPCA.

13. The third party will tender the percentage of net proceeds from the event due the NCSPCA within seven (7) days of the end of the event.

14. The NCSPCA reserves the right to decide whether the event will be placed on its website.

**Events/programs should also meet the following additional criteria:**

1. The sponsoring organization shall provide the NCSPCA with a summary of results relevant to the event/program if requested (number of tickets/sponsorships, etc. sold, revenues generated, and a list of expenses) within 30 days of the event's end. We ask that supporting documentation in the form of receipts, invoices, etc. be provided. The third party will maintain complete and accurate records should the NCSPCA determine that an actual review is necessary.

2. If conducting a raffle, the sponsoring organization must adhere to all legal raffle guidelines. In light of the state and federal laws and regulations governing these events, the NCSPCA must pre-approve the terms and conditions of all raffles.

**Special Notes:**

1. The NCSPCA does not share or sell its internal list of donors or supporters.

2. The NCSPCA reserves the right to audit the sponsoring organization's books and records related to the event, especially if the event expenses exceed 50% of gross proceeds.

**Authorized NCSPCA Representative**

**Authorized Representative**

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**Signature Date**

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**Signature Date**

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**Printed Name & Title**

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**Printed Name & Title**