

Dear Friends:

The ALS Association Northern Ohio Chapter would like to thank you for your interest in hosting a third party fundraising event. With your help, we will continue to make a difference in the lives of persons in our region who are currently living with ALS.

The enclosed packet of information is intended to provide you with some ideas for events, as well as help you select the best event for your group. The best event is one that makes the most of your group's interests, enthusiasm, resources and contacts, and achieves your goal. In addition to this packet, the ALS Association has various tools to help guide you through the planning, organizing, and managing phases of your event.

Once you have selected your event, we ask that you submit the enclosed **Community Partner Event Application & Agreement Form**. The ALS Association defines a Community Partner Event as any fundraising activity conducted by an individual or group where the ALS Association has no fiduciary responsibilities and little or no staff involvement. If this is a new event, please obtain approval of your application prior to initiating activity.

Once the application is approved and we have received the signed Agreement, we will contact you to define the roles and responsibilities of both your group and our Chapter. I am available to answer any questions you may have and can be reached at 216-867-1265 or [diana@alsaohio.org](mailto:diana@alsaohio.org).

Thank you again for your interest in helping individuals with ALS.

Sincerely,



Diana L. Lewis  
Marketing Manager



**ALS**  
**ASSOCIATION**  
Northern Ohio  
Chapter

**OUR VISION** Create a world without ALS.

**OUR MISSION** To discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.



## What is a Third Party Event?

Simply put, it's an event or promotion sponsored by a person or organization that will benefit the ALS Association Northern Ohio Chapter. The event sponsor helps out by doing most of the work and is responsible for underwriting all of the related costs.

Through a Third Party Event, you can raise critical funds for the ALS Association Northern Ohio Chapter by putting together your own special event to help in our fight to cure and treat ALS, commonly known as Lou Gehrig's Disease.

## What Kinds of Events Can You Host?

The types of events you can host are as limited as your imagination! Here's your chance to build an event precisely suited to any audience you choose! Make it as large or as small as you would like; the only limit is your imagination!

- Poker Tournament
- Motorcycle/bicycle rides
- Restaurant openings
- Garage Sales
- School Fundraisers
- Office Holiday Parties
- Hop, Bowl, Swim, Skate a-thons
- Golf/Mini Golf Tournaments
- Running
- Car Washes
- Holiday Drive
- Raffles
- Softball Tournament
- Pancake Breakfast
- Pasta Dinners
- Bake Sale
- Races

## Why Do It?

Third Party events offer businesses, organizations and individuals an opportunity to increase their recognition and outreach in the community. Your donation will support our programs and services such as the Durable Medical Equipment (DME) Loan Closet, the Founders Respite Care Program and Care Grant Reimbursement Program, to name a few. In addition, your event will be featured prominently on our Chapter website, our online calendar of events and social media. Did we mention how fun and fulfilling it is as well!

## How Can the ALS Association Help?

We want to help! The Northern Ohio Chapter offers varying types of support, such as loaning banners, supplying literature, awareness wristbands, advertisement of event on our web-site and social media to having a member of the staff attend the event. Please contact Jessica Weisensell at 216-867-1265 or [diana@alsaohio.org](mailto:diana@alsaohio.org) to discuss.

## How to Maximize Your Donation Through Matching Gifts?

Many employers have matching gift programs and will match any charitable contributions made by their employees. Ask your employer or follow the link ([www.matchinggifts.com/als](http://www.matchinggifts.com/als)) to see if your company has a [Matching Gifts](#) program. Include matching gift amount and forms with your donation envelope.



## How To Choose the Right Fundraising Event

The first challenge on your way to successfully raising funds to benefit individuals with ALS is to select the best event for your group. The “best” event is one that makes the most of your group’s interests, enthusiasm, resources and contacts and achieves your goal

### 1. Set A Goal

Your first step should be to talk with the individuals who you believe will play key roles in running the event. Collectively discuss and determine a specific goal for the event. Set a goal that the group believes is both achievable and yet significant enough to excite and motivate everyone involved.

### 2. Select Your Top 2-3 Event Ideas

With a goal in mind, discuss the different event ideas that could potentially achieve it. There are a number of websites dedicated to event ideas. Try to narrow the discussion down to the top two or three ideas that seem to generate the most interest and enthusiasm within the group.

### 3. Identify the Keys to Success for Each Idea

For each event idea, identify and list the keys for success. For most events, the keys to success begin with 1) do we collectively know enough potential participants to make this event a success, 2) do we have enough volunteers to plan and manage every aspect of the event, and 3) do we have enough time to organize a successful event.

Here are some specific examples to help you get started with your group:

#### Keys To Success: Golf Outing

- ✓ Collective knowledge of and connection to a minimum of 200 potential golfers
- ✓ Personal connection with or access to a desirable golf course or country club
- ✓ Personal connections with potential corporate sponsors
- ✓ Someone with strong leadership and organizational skills to chair the event
- ✓ 5-10 volunteers willing to devote 10-20 hours per month for five months

#### Keys To Success: Auction

- ✓ Collective knowledge of and connection to a minimum of 200 ticket buyers
- ✓ Personal connection with or access to a party hall or other suitable location
- ✓ The ability to secure a high quality but reasonably priced catering service
- ✓ 10-20 volunteers willing to actively solicit auction items over a three-month period
- ✓ Someone with strong leadership and organizational skills to chair the event
- ✓ The creative ability to design a unique, enjoyable and memorable event

### Keys To Success: 5K Run

- ✓ Collective knowledge of and connection to a minimum of 200 runners
- ✓ Local government connections and/or the ability to secure a desirable public or private race course
- ✓ Personal connections with potential corporate sponsors
- ✓ Experience managing the actual race and results (or the ability to hire an outside group to handle this aspect of the event)
- ✓ 20-30 reliable volunteers to manage the race day activities

#### **4. Find the Best Fit**

Ask each member of the group if they have a contact or resource to address each of the keys you have identified. If so, how confident are they in their ability to successfully solicit or secure this assistance?

By completing this process, you should be able to determine which event fits best with your group's experience, resources and contacts.

#### **5. Identify Other Resources**

Ask the group if they have any other contacts or resources that might benefit the event. Here again are some sample questions to get them started:

- ✓ Does anyone know a caterer who might donate or discount the cost of food?
- ✓ Does anyone know of a company or printer who might donate/discount the cost of printing flyers and/or the event program?
- ✓ Does anyone have a contact to donate/discount liquor? (Note: Adding liquor to your event requires a permit and the ALS Association is unable to provide or assist in obtaining a permit.)
- ✓ Does anyone have a contact in the local media that could help promote the event?
- ✓ Does anyone know a graphic designer who could create our invitations/flyers/brochures?



6133 Rockside Road, Suite 301

Independence, OH 44131

888-592-2572

[alsa@alsaohio.org](mailto:alsa@alsaohio.org)

[www.als.org/Northern-Ohio](http://www.als.org/Northern-Ohio)



EVENT NAME: \_\_\_\_\_

GROUP NAME: \_\_\_\_\_

**CONTACT INFORMATION:**

FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ HOME PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

**EVENT INFORMATION:**

DATE OF EVENT: \_\_\_\_\_ TIME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

DESCRIPTION OF EVENT: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

EVENT IS:     OPEN TO THE PUBLIC         INVITATION ONLY

**If applicable:**

TICKET PRICE \$ \_\_\_\_\_ TABLE PRICE \$ \_\_\_\_\_

APPROXIMATE AMOUNT THAT IS TAX DEDUCTIBLE\*:

TICKET \$ \_\_\_\_\_ TABLE \$ \_\_\_\_\_

\* Tax deductibility is calculated using the following formula:  
Direct event costs ÷ # of estimated attendance = Tangible value  
Ticket price – tangible value = Tax Deductible Portion for individual tickets  
Table price – (tangible value x # of tickets included with table) = Tax Deductible Portion for Table

IS THIS A FIRST TIME EVENT:     YES         NO: HOW MANY YEARS? \_\_\_\_\_

WILL THIS EVENT BENEFIT A WALK TO DEFEAT ALS® TEAM?     YES         NO  
IF YES, WHAT IS YOUR WALK TEAM NAME? \_\_\_\_\_

IF POSSIBLE, WOULD YOU LIKE SOMEONE FROM THE CHAPTER TO ATTEND YOUR EVENT?  
 YES     NO

IF YES, WHAT ROLE WILL THEY PLAY? \_\_\_\_\_

(We will accommodate this request to the best of our ability. We may have trouble finding someone for every event, especially events which land on holiday weekends.)

HOW WILL THE EVENT BE PUBLICIZED? (PRESS RELEASES, ADVERTISEMENTS, PSAs, PROMOTIONAL FLYERS): \_\_\_\_\_

\_\_\_\_\_

**BUDGET/FUNDRAISING INFORMATION:**

ESTIMATE OF TOTAL PROJECTED REVENUE \$ \_\_\_\_\_

ESTIMATE OF TOTAL PROJECTED EXPENSES\* \$ \_\_\_\_\_

*The ALS Association requires that Community Partner Event expenses do not exceed 25% of revenue.*

DO YOU INTEND TO SHARE THE NET PROCEEDS WITH ANOTHER ORGANIZATION?

YES     NO

***Please note that selecting this option will create additional requirements in order for the ALS Association to approve and participate in this event.***

IF SO, PLEASE IDENTIFY THE BENEFICIARY \_\_\_\_\_

IS THIS BENEFICIARY A 501 (c) (3) ORGANIZATION?     YES     NO

PLEASE LIST BUSINESSES YOU INTEND TO SOLICIT FOR SPONSORSHIP OR IN-KIND CONTRIBUTIONS (use additional sheet if necessary):

\_\_\_\_\_  
\_\_\_\_\_

**SUPPORT NEEDED:**

PLEASE CHECK ALL THE ITEMS/SUPPORT YOU ARE REQUESTING FROM THE ALS ASSOCIATION:

- BANNER
- AWARENESS WRISTBANDS
- LOGO
- ALS ASSOCIATION LITERATURE
- OTHER \_\_\_\_\_

**APPROPRIATE USE OF THE ASSOCIATION LOGO(S) AND LOU GEHRIG’S IMAGE OR LIKENESS**

All promotional materials for Community Partner Events must be submitted to the ALS Association Northern Ohio Chapter for approval prior to distribution. The ALS Association’s logo(s) may not be used without express written consent. The image or likeness of Lou Gehrig is a copyright of the Lou Gehrig Estate and therefore requires approval and fee from the estate. Approval requires 6-8 weeks’ notice and fees are the responsibility of the Community Partner Event organizer. The ALS Association Northern Ohio Chapter recommends avoiding use of his image or likeness.

I/we acknowledge that we have been informed of these requirements and agree to request written approval of all promotional materials related to our event from the ALS Association Northern Ohio Chapter and, when applicable, the Lou Gehrig Estate.

\_\_\_\_\_  
Signature of Organizer

\_\_\_\_\_  
Date

<b>** Please complete and return to The ALS Association Northern Ohio Chapter ASAP **</b>	
<b>Scan &amp; Email to:</b>	<a href="mailto:diana@alsaohio.org">diana@alsaohio.org</a> <i>(Preferred method of submission)</i>
<b>Fax to:</b>	216-592-2575
<b>Mail to:</b>	The ALS Association Northern Ohio Chapter 6133 Rockside Road, Suite 301 Independence, OH 44131

**OFFICE USE ONLY**

Date received \_\_\_\_\_ Date approved \_\_\_\_\_ Date funds received \_\_\_\_\_ Amount \_\_\_\_\_ Check # \_\_\_\_\_ DonorPro ID \_\_\_\_\_ Convio ID \_\_\_\_\_

## The ALS Association Northern Ohio Chapter Community Partner Agreement

This agreement is between \_\_\_\_\_ (“Third Party”) located at \_\_\_\_\_ and the ALS Association Northern Ohio Chapter (“the ALS Association”) located at 6133 Rockside Road, Suite 301, Independence, OH 44131. A third party event is any fundraising activity conducted by an individual or group where the ALS Association has no fiduciary responsibilities and little or no staff involvement.

By signing the Community Party Agreement, the signatory agrees to the following requirements:

### Promotion & Planning

- The event will be promoted and conducted in a manner to avoid statement or appearance of the ALS Association endorsing any product, firm, organization, individual or service.
- The ALS Association reserves the right to decline any underwriting and/or sponsorship when it believes that the association may negatively reflect on the ALS Association.
- The official logo of the ALS Association should be used appropriately in conjunction with such an activity and requires pre-approval. This includes the Walk to Defeat ALS® logo and any Lou Gehrig image or likeness. If, in the sole opinion of the ALS Association, Association logos or Lou Gehrig’s image/likeness are not used appropriately, the ALS Association may unilaterally withdraw permission to use the logo and/or the photo.
- Logos may not be altered in typeface, color, configuration and/or position. The ® registered marks must appear next to the logo where applicable. Any use of the logos must adhere to established graphic standards. Logos, symbols and other designs are intended to instantly convey a distinct impression of an organization’s identity, its distinctiveness or character. These symbols, logos, types or even phrases are registered to protect them from use by others.
- The ALS Association’s logo may appear on the front or back of all brochures and publications distributed by your group. If the logo is not used on the front cover it may appear by itself without the spelled-out name of the organization. In this case, it is recommended that it be printed on the back cover of a brochure with address and phone number.

- Third parties must be correct and consistent when using the name of our organization in text, whether it is a letter, brochure, newsletter, etc. In text, the first reference should always be “The ALS Association.” Note the “t” in The” is a capital “T” regardless of where in the sentence the name appears. After the first reference, it is allowable to use “the Association” – please note that the “T” in “the” no longer should be capitalized.
- When referring to ALS as Lou Gehrig’s Disease, note the “D” is always upper case.
- You may not list the Name Lou Gehrig in the title of your activity or event without permission from the Curtis Management Group (CMG), the operators of the Lou Gehrig estate. (IE: The Lou Gehrig Classic sponsored by Acme Markets)
- The Lou Gehrig image may not be used on any fundraising material where you are asking for money. This is a legal copyright issue. If you have questions, consult with your Chapter staff person.
- Note that if the name or likeness of Lou Gehrig is approved, a fee payable to CMG is usually involved. Approval usually requires 6-8 weeks’ notice. The organizer of the event is responsible for acquiring the permission from CMG.
- All promotional material including advertising, brochures, flyers, letters and press releases must be pre-approved by Chapter staff.
- The ALS Association reserves the right to decline endorsement of an event if other non-profit organizations are beneficiaries and/or involved in the event without mutual compliance.
- The event promotion and fundraising must remain within the participating chapter’s territory. When more than one chapter is involved, the third party must consult with each chapter on the extent of their involvement. However, only one application needs to be completed and only one form needs to be signed and presented to the host chapter. All other participating chapters should be listed as beneficiaries of the activity on the application.
- Community Partner Events may not be held to directly benefit an individual or their family. The proceeds from the event may only be donated to the ALS Association and other 501(c)(3) organizations.



### Liability

- The ALS Association is not financially liable for expenses not agreed to in writing in advance of the activity or event.
- Third parties are responsible for obtaining their own certificates of insurance and work with their providers on the necessity of a waiver of liability. A copy of the certificate of insurance, naming the ALS Association and the ALS Association Northern Ohio Chapter, as an additional insured, must be submitted to Chapter staff.
- Alcohol at third party events should be avoided. If alcohol service is approved by the ALS Association, the restaurant or facility only should serve attendees and/or participants and must have the proper license. Proof of age will be required and signed posted to that effect. Alternative means of transportation must be available to attendees or participants.

### Handling of Funds & Record-Keeping

- The ALS Association will only reimburse pre-approved expenses.
- The ALS Association should receive a list of targeted sponsors for the activity, before they are approached to minimize overlapping with other events/programs.
- Donations should be tracked and a copy submitted to the ALS Association. All checks should be made payable to the ALS Association but sent to the event chairperson and then forwarded along with an updated spreadsheet to the chapter office. Thank you/receipt letters would be sent from the ALS Association.
- The ALS Association reserves the right to inspect all financial records.
- All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit the ALS Association.

### Other

- All third party events should be accessible to people with disabilities. The event should take place at a location that meets ADA regulations. Third parties should promote and make arrangements for any special “accommodation” needs with participants, volunteers and staff.
- If the activity is being conducted as a tribute to someone, third parties must seek the individual’s approval in advance and have this individual sign this document as well.



**THE ABOVE GUIDELINES HAVE BEEN READ, UNDERSTOOD AND AGREED TO BY:**

Contact Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Organization/Affiliation \_\_\_\_\_

Event Name \_\_\_\_\_

Proposed Date of Event \_\_\_\_\_

This Event Held in Celebration of

\_\_\_\_\_

Print Name

Please sign below:

\_\_\_\_\_

Print Name

\_\_\_\_\_

Signature

Date

**\*\* Please complete and return to The ALS Association Northern Ohio Chapter ASAP \*\***

**Scan & Email to:** [diana@alsaohio.org](mailto:diana@alsaohio.org) *(Preferred method of submission)*

**Fax to:** 216-592-2575

**Mail to:** The ALS Association Northern Ohio Chapter  
6133 Rockside Road, Suite 301  
Independence, OH 44131