



## Wayside Waifs Third Party Event Policy & Guidelines

Thank you for your interest in hosting a Third Party Event for the benefit of Wayside Waifs. In order to assure the best possible outcome, please review our Policy & Guidelines and then submit the completed Third Party Event Application to **Molly Moody, Special Events Manager**, at [mmood@waysidewaifs.org](mailto:mmood@waysidewaifs.org).

**Definition:** Third Party Events are defined as those fundraising events conducted solely by individuals, groups or businesses other than Wayside Waifs. The following guidelines apply for every new event proposed for the benefit of Wayside Waifs.

1. Approval Required. All organizers or sponsors of Third Party Events conducted on behalf of Wayside Waifs, including fundraising, must first secure the approval of the Wayside Waifs Development Department. **All requests for Third Party Events are recommended to be submitted at least 30 days in advance of the event to assure due consideration and response.** Wayside Waifs reserves the right to seek additional information and clarification prior to approval.
2. Materials and Publications. In addition to approval to hold the event on behalf of Wayside, organizers must also secure approval for the use of Wayside's name and logo on all printed materials, websites, social media and publications. Drafts and mock-ups should be submitted to Wayside's Development Department through the Special Events Manager. *Wayside Waifs cannot stress how important it is for the organizers to effectively promote and market their event, please do not rely entirely on Wayside Waifs to attend your event.*
3. Publicity. Publicity and/or promotional materials may only state that an event is "sponsored by (your organization's name) for the benefit of Wayside Waifs." While **Wayside cannot provide funding** or volunteers for your event, we will make efforts to promote and support it in the following ways:
  - Distribute information/flyers about the event to our staff, volunteers, and constituents through our website calendar, social media, and monthly e-newsletter.
  - Provide Wayside Waifs brochures and/or newsletters to have available at your event.
  - Schedule a tour and photo opportunity at our facility upon your request.
4. Onsite Representation. While we would love to personally attend each event being hosted on our behalf, we do have a limited number of staff and volunteers to act as event representatives. In order to protect the interests of our donors,

any third party fund raiser involving staff time must guarantee a minimum of \$500.00 net proceeds to the agency.

5. Permits. All proposed projects, subsequent agreements, contracts and necessary permits required by City Ordinance or otherwise will be the responsibility of the Third Party sponsor.
6. Expenses. Applicants will agree to assume responsibility for all expenses of the event and that Wayside Waifs will receive the net proceeds from the event within 30 days from the ending date of the event. Please make checks payable to Wayside Waifs.
7. Financial Review. In an effort to provide good stewardship of funds to our community donors, Wayside Waifs has the right to review the finances of the event.
8. Privacy Policy. Wayside Waifs cannot and will not disclose or release the names or contact information of our donors, adopters or business partners to Third Party Event organizers.
9. Hold Harmless. Sponsors of events will indemnify and hold Wayside Waifs harmless from any and all claims of any nature whatsoever arising out of, or in any way related to, the proposed event.
10. Other. Other elements described in the attached Third Party Event Application are incorporated as part of this policy.

### **Third Party Event Ideas**

Because of the help of our corporate and community partners, Wayside Waifs is able to help thousands of animals who come through our doors each year. Third Party Fundraisers are a great way for the community to get engaged and help the Waifs!

- Go casual for the paws! **Host a casual day at the office**. For a suggested donation, you and your co-workers can don denim for the dogs and cats!
- Host a **cutest pet photo contest in your office** or department. We will post the winner on our Facebook page!
- Children can get into the giving spirit too! Many of our contributors come from **Girl or Boy Scout troops, youth and school groups** and host wish list drives, bake sales, or lemonade stands on our behalf.
- Do you own or manage a local shop or restaurant? Pick a day to **donate a percentage of proceeds** back to the animals at Wayside Waifs.



### 3rd Party Event Contract & Agreement

Name of Event: \_\_\_\_\_

Name of Sponsors/Business/Organization: \_\_\_\_\_

Proposed Event Date: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Please provide a description of event (use a separate sheet if necessary):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other organizations benefiting from event: \_\_\_\_\_

Does the sponsoring organization agree to assume all costs of event:  Yes  No

Does the sponsoring organization agree that Wayside Waifs will receive all the agreed net proceeds within 30 days of the conclusion of the event? :  Yes  No

Does the sponsoring organization agree that all materials used to promote the event that feature the Wayside Waifs logo or name must be submitted to the Wayside Waifs Development Department for approval at least one week prior to printing. *The Wayside Waifs website must be included on all printed materials (www.waysidewaifs.org)*  
 Yes  No

First Time Event:  Yes  No - If no, date of last event? \_\_\_\_\_

Previous Attendance: \_\_\_\_\_ Previous Funds Raised: \_\_\_\_\_

Projected Attendance: \_\_\_\_\_ Fundraising Goal: \_\_\_\_\_

Please state requested expectations of Wayside Waifs for the event:  
\_\_\_\_\_  
\_\_\_\_\_

Primary Event Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Secondary Event Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

If this application is approved by Wayside Waifs, it becomes a binding Agreement. I represent and warrant that I am free to enter into this Agreement, and I am not subject to any obligation or performance of all the terms and conditions under this Agreement.

Authorized representative of sponsors:

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Wayside Waifs Representative:

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_