

THIRD PARTY EVENT GUIDE

The ALS Society of Ontario (hereinafter referred to as “the Society”) encourages third party fund raising events that will promote the work of the Society as well as awareness of ALS.

GUIDELINES

To hold a third party fund raising event, approval must be granted by the Society’s provincial office. The initial step to gain approval is to fill out the attached “Third Party Agreement Form”; a form signed by both the Society and the third party event planner, stating liability and the percentage of net proceeds to be donated to the Society.

A third party event is defined as one where:

- The event is initiated by an outside party;
- A portion of the funds are designated to the Society;
- The Society’s name is only used in advertising to state the Society as the designated recipient of the event proceeds;
- The Society staff involvement is minimal;
- The Society does not issue tax receipts other than to donations made out directly to the ALS Society of Ontario.

Exceptions to the third party definition:

- Events that require the Society to obtain a liquor or gaming licence may be considered an official event of the Society upon submission of the attached proposal.
- Events where the net revenue raised is \$10,000 or more will be considered an official event of the Society unless otherwise indicated by the event planners and outlined in a separate event agreement.

1. The organizing party is asked to complete an “Event Details Form” which will state the necessary event details. Such as nature, time, place and contact information as well as provide the Society with the expectations on materials and services required (e.g. Promotional Materials, Society Representative/Speaker, etc.). The resources to be provided by the Society will be discussed between the parties prior to the event. The Society can provide resources to assist with the event from promotional material to ideas. However, the responsibility remains with the promoters for selling tickets and volunteer recruitment.
2. The Society will only receipt according to the “Tax Receipting Procedures” which is in compliance with the Canada Revenue Agency (CRA) Guidelines. The Society does not issue tax receipts for Third Party Events unless it is a straight donation made out directly to the ALS Society of Ontario. If the promoter has any question regarding receipting, they are to contact the ALS Regional Office.
3. The Society will pay only pre-approved expenses; otherwise the organizing party assumes full responsibility for all event-related expenses. It is recommended that the organizing party develop an event budget to list expenses and determine whether a sponsorship is needed or worth seeking out.



4. The organizing party is asked to complete a “Post Event Form” including a Financial Statement and submit within 30 days of completion of the event, so that the Society will have information on post-event accounting for revenue and expenditures, number of participants, etc.
5. The Society reserves the right to require a representation from the auditor/public accountant of the company/organization stating that the revenue and expenses are accurate as presented.
6. The Society’s name should be on all appropriate promotional materials. However, use of our name requires express approval before usage. The Society’s name is only used to announce that we are the recipients of the proceeds from the event.
7. Any advertising or promotion including the Society’s name requires approval at a regional level and possibly a provincial level before it becomes public.
8. It is the Society’s policy not to provide mailing lists of volunteers or donor names in accordance to its privacy policy.
9. Where an event is involved, most venues require the third party event to provide evidence that it carries a minimum of \$2.0 million in public liability insurance and must indemnify the Society for all damages, costs, claims and/or expenses arising from the event.
10. The designated proceeds that are to be received by the Society, must be submitted within 30 days of completion of the event to either the Director of Fund Development or the Provincial Event Manager.



EVENT RECOGNITION

The Society's policy is to acknowledge and recognize the contribution and effort made to the ALS Society. Third Party events are acknowledged & thanked in the provincial newsletter and the official ALS Ontario website. Feel free to discuss with the Society representative how your event may be further recognized.

DONOR RECOGNITION

The Society's policy is to acknowledge and recognize the contribution and effort made to the ALS Society. A Donor Recognition Program has been established separate and apart from any recognition that may be received from a third party event. Feel free to discuss with the Society representative how your event may be recognized.

LOTTERIES, RAFFLES AND MONTE CARLO EVENTS

Lotteries, Raffles and Monte Carlo events require a licence number, which is issued by the Chief Licensing Office of the province of Ontario. In order to obtain such a number, an application form must be completed by the ALS Society of Ontario. In the event where the Society is required to obtain a gaming licence, then the event may become an official event of the Society if the event criteria outlined in the Special Event Guidelines is met.

For any further inquiries or questions, please contact the ALS Society of Ontario.

Thank you for your interest in supporting the ALS Society of Ontario.



THIRD PARTY DETAILS FORM

CONTACT NAME/ORGANIZATION _____

CONTACT NUMBER/FAX _____

CONTACT ADDRESS _____

CONTACT EMAIL _____

General Event Information

EVENT NAME _____

EVENT TYPE (GOLF TOURNAMENT, DANCE ETC.) _____

DATE & TIME OF EVENT _____

VENUE NAME _____

VENUE ADDRESS _____

Additional Information

Event Dress Code

(casual, formal, business attire, etc.) _____

How many attendees are you expecting? _____

Are you holding the event in honour of/in memory of a Person with ALS? _____

If yes, who is the Person with ALS? _____

Will this be an annual event? _____

How much would you estimate you will raise at this event? (This is an estimate only, **not** a committed dollar amount.) _____

How many volunteers will be participating? _____

If possible, would you like a representative of the Society to

Attend the event _____

Speak at the event _____

Would you like to receive materials for display at your event? _____

If yes, what materials? _____

Are there any other details you would like to share? _____

OFFICE USE ONLY:

SPEAKER NAME _____

Date Sent: _____

MATERIAL CONTENT _____



THIRD PARTY EVENT AGREEMENT FORM

I/We, _____, propose to offer the Amyotrophic Lateral
(name of individual or organization)

Sclerosis Society of Ontario (hereinafter called the ALS Society of Ontario) to

organize and conduct an event to be called _____ in
(name of event)

the _____ area, on _____.
(date)

I/We agree to donate a portion of the net proceeds (___%) to the ALS Society of Ontario and to submit a financial report of the event detailing all revenue and receipts, all expenditures and net profit.

I/We hold harmless the ALS Society of Ontario for any and all liabilities associated with this event, unless prior written consent to cover expenditures is received from the Society's Treasurer or Executive Director.

The ALS Society of Ontario agrees to allow the use of its Corporate name only in the following context: "___ % Proceeds to be donated to the ALS Society of Ontario".

Any other signage utilizing the ALS Society of Ontario's or ALS Society of Canada's logo or public relations material must be authorized in writing by the Provincial Events Manager of the ALS Society of Ontario.

I/We understand and acknowledge that the ALS Society of Ontario does not issue tax receipts for third party events unless it is an outright donation made out directly to the ALS Society of Ontario.

Proposed this _____ day of _____, _____ by:

Signature

Name and Title

Date

Accepted by:

Amyotrophic Lateral Sclerosis Society of Ontario

Signature

Name and Title

Date

