

# Third Party Event Guidelines

The Atlanta Humane Society sincerely appreciates the efforts of community members who help support our work on behalf of animals. Atlanta Humane has created the following guidelines to uphold the integrity of the Atlanta Humane brand and provide clarity of communication to your donors and sponsors. Third party fundraising events and promotions are those events and promotions conducted by an individual, corporation, club or group sponsor not affiliated with Atlanta Humane. The design of any third party event or project should be appropriate and not include any aspect that would potentially detract from the community goodwill of Atlanta Humane.

## **Event Guidelines**

- Community events and projects must be pre-approved by Atlanta Humane and be re-approved every year thereafter if an event is repeated in a succeeding year.
- An estimate of the projected donation amount must be provided to Atlanta Humane prior to hosting the event or project.
- All federal, state and local tax laws must be followed when coordinating events and projects to benefit Atlanta Humane.
- Event/project net proceeds must be received by Atlanta Humane within 60 days of the completion of your fundraiser.
- If a third party event organizer manages a fundraiser to benefit Atlanta Humane and provides a single net check from event proceeds, then Atlanta Humane is not able to acknowledge and provide a tax receipt for the individual contributions. In this case, a single tax letter acknowledgment will be sent to the third party event organizer.
- If a third party event organizer manages a fundraiser to benefit Atlanta Humane and provides individual checks made out to Atlanta Humane with the name and address, then Atlanta Humane will send a tax letter acknowledgment to the individual donors. Atlanta Humane is required to provide a good faith estimate of goods and services provided to the donor by the organizer. An example is the cost of food and beverage.
- Atlanta Humane will determine the level of on-site event support that may or may not be able to be offered depending on the nature, date, and time of the event.
- Atlanta Humane reserves the right to request and review financial records from events or projects that benefit Atlanta Humane.

## Third Party Event Request Form

### Unfortunately, the Atlanta Humane Society Cannot:

- Release donor, volunteer, or other mailing lists for the purpose of additional solicitation of funds by outside groups.
- Offer funding or reimbursement for expenses.
- Guarantee promotion of your event through Atlanta Humane publications and media outlets.
- Be responsible for selling tickets to your event or acquiring sponsors, silent auction items, or the in-kind donation of alcohol or other event needs.
- Guarantee staff, volunteer, or Atlanta Humane donor attendance at the event.

### Other Guidelines

- An event may not utilize animals in a manner which is inconsistent with humane practices.
- The event or promotion must be scheduled so as not to conflict with other Atlanta Humane activities and events.
- The name "Atlanta Humane Society" and its logo are registered trademarks and cannot be used or duplicated without written permission from Atlanta Humane. All materials must include the language "benefiting the Atlanta Humane Society."
- Flyers, programs, posters, advertisements, or other promotional and informational materials must state the actual benefit to the Atlanta Humane Society. (For example, "25% of the ticket price will be donated in support of the homeless animals at the Atlanta Humane Society" or "all net proceeds..." or another informative description.)
- For events over 100 people, all promotional, or informational materials must receive prior written approval by the Atlanta Humane Marketing and Communications Department. Please plan to allow us seven days to review your materials.
- Atlanta Humane may require a certificate of insurance naming Atlanta Humane as an additional insured, depending on event.
- The third party event organizer will retain all source documentation and an accounting summary related to the event or promotion for a period of two years.
- If requested, the third party event organizer will allow Atlanta Humane complete access to all source documentation that supports the accounting summary. Source documentation includes but is not limited to: ticket stubs (both sold and unsold); RSVP responses; bank deposit tickets; invoices for goods and services used in the event; proof of payment for these services, etc.
- The third party event organizer will fulfill all licensing or permit requirements as required by the state or local government.

## Third Party Event Request Form

### Other Guidelines (continued)

- Atlanta Humane invites you to submit up to three high resolution, .jpeg photos of your event or promotion through email for use in Atlanta Humane marketing materials and on digital platforms. All submitted photos become the property of Atlanta Humane. Submission of photos constitutes permission for the Atlanta Humane to use them in any manner.
- Atlanta Humane does not normally hold adoptions at third party events.

### Donations

Due to the many requests that Atlanta Humane receives, not all third party events will receive promotional or on-site support. All organizational support is based on the following guaranteed donation levels.

- For a minimum guaranteed donation of \$500 – Atlanta Humane will feature your event on the events page of the Atlanta Humane website and provide a volunteer presence and materials at your event.
- For a minimum guaranteed donation of \$1,000 – Atlanta Humane will accept a Facebook co-host event request, post an Instagram story with a link to register for the event, provide volunteer presence and materials, and invite at least one foster dog to your event. Your company will also be recognized as a member of our Corporate Circle and receive additional yearly benefits.
- For a minimum guaranteed donation of \$2,500 – Atlanta Humane will provide all of the above plus a digital banner for your website showing your support for Atlanta Humane and a corporate service day for up to 15 of your organization's employees.
- For a minimum guaranteed donation of \$5,000 – Atlanta Humane will provide all of the above listed benefits plus a virtual lunch-and-learn for your staff.
- For a minimum guaranteed donation of \$10,000 – Atlanta Humane will provide all of the above plus an exclusive invitation to our Corporate Circle annual gathering that allows for networking opportunities with other supporting members, and will be recognized as a platinum sponsor of one of our key programs including low-cost spay/neuter, adoption promotion, American Heroes Adoption Program, or our Animal Protection Unit.