



Alzheimer Society P E E L

ALZHEIMER SOCIETY PEEL SPECIAL EVENTS PACKAGE

Policies:

1. Alzheimer Society Peel (ASP) welcomes special fund raising and promotional events sponsored by outside organizations (third parties) on its behalf;
2. Such events or promotions must be consistent with our organization's Mission Statement and maintain a positive presentation; and
3. Such events or promotions must have monetary or other benefits to ASP and must include one or more of the following:
 - a) a minimum dollar amount;
 - b) support or enhancement of ASP's Mission;
 - c) an opportunity for positive exposure and increased public awareness of ASP and its services

Preliminary Guidelines:

New special events or promotions that are sponsored by internal parties will require approval by the appropriate ASP staff and members.

Please complete the enclosed Event Application Form and return it to the ASP office for approval. Approval will be based on the following criteria:

- a) that the event or promotion is consistent with ASP's Mission and standards;
- b) the event's or promotion's profitability and/or marketing and public relations value;
- c) ASP's staff and volunteer resource requirements;
- d) the support and ability of the sponsor to complete the event or promotion;
- e) a realistic budget of expenses and revenues; and
- f) whether the event or promotion conflicts with existing events or promotions.
In the case where an event or promotion is approved, your organization must adhere to the following guidelines:

1. That any use of ASP's logos, names and/or personnel will be agreed upon in writing prior to the launch of the event or promotion.
2. ASP will incur no costs unless otherwise agreed to, in writing, prior to the event or promotion.
3. The sponsor agrees to respect ASP's name and logo, and obtain final written approval on their use in all promotional materials, including brochures, flyers, advertisements, publicity and/or media communications.
4. ASP does not normally endorse products. If an event involves a product, the relationship between the organization and the product is to be made clear to the public; usually on a label, or in the display materials. Sample wording:

XYZ Organization is pleased to support Alzheimer Society Peel. A portion of the proceeds from the sale of this product will go to ASP in support of its Mission to:

5. In the event that receipts are to be issued for donations incurred through the event or promotion, ASP will provide receipts for tax purposes only to the extent of an actual donation and not to exceed fair market value of a service, food, or commodity. Fair market value will be determined through verification by Canada Customs & Revenue Agency (CCRA) in compliance with the CCRA's Taxation and Gift in Kind guidelines and participants must be notified of this criteria at the time of the event.
6. That receipts for tax purposes will not be issued for funds used to cover administrative or material expenses incurred by ASP for the administration of the event or promotion.
7. That it will be the responsibility of the sponsoring organization to secure volunteers and staff required to operate the activity. ASP assumes no responsibility for the operation of special event or promotional campaign, unless otherwise agreed to in writing prior to the event or promotion.
8. Involvement with events or promotions involving licenses and fees must conform to government regulation (federal, provincial, and municipal). Adequate time must be given to ASP to process such licenses.
9. ASP does not loan or give out its mailing list to outside parties, but may support the chapter/support group with a mailing from this office

EVENT AND PROMOTIONAL ACTIVITY
EVENT PROPOSAL

| | |
|--|----------------|
| Event Name: | |
| Proposed Date: | |
| Contact Name: | |
| Contact Address: | |
| Contact Telephone #: | Contact FAX #: |
| Target Population: | |
| Event Outline: | |
| Event Location: | |
| Projected Revenue & Expenses: | |
| Proposed Sponsor(s): | |
| Potential Sponsorship Opportunities: | |
| Action Plan and Timetable: | |
| Organization Staff Resources: | |
| Organization Volunteer Resources: | |
| Additional Information (if additional space is required, please attach pages): | |

Please return to: Judith Moran
60 Briarwood Avenue
Mississauga, ON L5G 3N6
j.moran@alzheimerpeel.com

(905) 278-3667

EVENT/PROMOTION APPROVAL FORM
ASP'S COPY

We agree:

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SIGNATURE OF APPLICANT

NAME OF APPLICANT

ORGANIZATION NAME

DATE

For ASP Use Only:

Approved By: _____
NAME

Approved By: _____
SIGNATURE

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SIGNATURE OF APPLICANT

NAME OF APPLICANT

ORGANIZATION NAME

DATE

For ASP Use Only

Approved By: _____
NAME

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