



3rd Party/Special Event Guidelines

Thank you for your interest in hosting an event to benefit the Maryland SPCA. We depend upon support from the community to care for thousands of homeless animals. As a private, nonprofit organization, we do not receive any operating funds from the government or national animal welfare organizations, thus making donations to the Maryland SPCA very important in saving the lives of animals in our community.

Below please find guidelines to follow when planning your fundraising event. Please keep in mind that while we can provide you with guidance, we do have the resources to organize, market or run your event. Requests for Maryland SPCA staff and adoptable pets at events can not be guaranteed.

Budget: As a responsible nonprofit organization, we require that expenses for an event do not exceed 25% of gross revenue and ask that you do the same with your fundraiser. This is to ensure that events serve the purpose of maximizing the benefit to homeless animals in need. In addition, you are responsible for complying with all IRS regulations regarding the event and any charitable deductions.

Sponsors and Donations: The Maryland SPCA has many sponsors and partners in the community. We therefore require you to inform us of any sponsors, in-kind donors, etc. you wish to seek, in order to avoid a duplication of efforts.

Permits and Liability: If you are holding any type of sporting event or event that involves physical activity, you must require that all participants sign a waiver/release. In addition, you must obtain all appropriate permits and insurance for your event. If insurance is necessary for your event, please add the Maryland SPCA to the policy.

Promotion: As the event organizer, you are responsible for all marketing and advertising of the event. All promotional materials **MUST** be approved by the Maryland SPCA prior to promotion. In addition, the use of the Maryland SPCA name, logo, website, etc. **MUST** be approved by the Maryland SPCA. Do **NOT** copy the Maryland SPCA logo from our website.

Below please find our third party event agreement. This agreement is to clarify details and responsibilities for the event. We ask that all companies, individuals and organizations sign and return the agreement prior to promoting the event.

Maryland SPCA
3rd Party/Special Event Agreement

Company or organization holding the event: _____

Name of person responsible: _____

Mailing address: _____

Email: _____ Phone (day) _____ (cell) _____

Name of the event: _____

Note: please reference the event as "Benefiting the Maryland SPCA," not a Maryland SPCA event.

Description of the event, including activities that will take place: _____

Date and time of event: _____

Event location: _____

Purpose of the event: _____

Is there an admission charge or requested donation amount to attend the event? Yes / No

If yes, what is the charge? \$ _____

Are there any event sponsors? If yes, please list: _____

List other nonprofit groups that are being invited to participate: _____

Are you requesting attendance from MD SPCA staff and/or adoptable animals at the event? If yes, please explain: _____

How many people do you expect to attend the event? _____

Describe the expected audience/attendees (age range, demographics, etc., e.g. We expect to have 150 elementary-school age children and their parents from throughout the Baltimore area attend).

How will you promote the event? Please submit to the Maryland SPCA a proof of all promotional materials for the event referencing the Maryland SPCA prior to printing.

What assistance, participation, materials, etc. if any, are you requesting from the Maryland SPCA?

How will funds be generated for the Maryland SPCA? (check all that apply)

___ None ___ Ticket Sales/Entry Fee ___ Donations from attendees

___ Percentage of sales Other _____

Projected Income: _____

Projected Expenses: _____

Projected Donation: _____

Minimum Donation Guaranteed: _____

We ask that participants/attendees be informed of the exact amount their participation benefits the Maryland SPCA. Preferable disclosure statements take the form of these examples:

- All donations will be remitted to the Maryland SPCA
- 50% of each ticket sold will be given to the Maryland SPCA
- 100% of the net proceeds will go to the Maryland SPCA
- A minimum of \$1,000 is guaranteed to the Maryland SPCA

A statement such as “A portion of the proceeds benefits the Maryland SPCA” is not considered complete.

When will payment be made to the Maryland SPCA? _____

Please provide any other details about the event:

Signature _____ Date _____

Your signature verifies that you have read and agree to all guidelines. The Maryland SPCA is not liable for any costs of the event. In addition, the applicant agrees to hold harmless the Maryland SPCA against any claims by third parties or vendors.

Please complete this agreement and return it to:

Tami Gosheff
MD SPCA
3300 Falls Road
Baltimore, MD 21211
tgosheff@mdspca.org