



Third-Party Event Guidelines

Thank you for your interest and enthusiasm in hosting an event to benefit BARCS!

We depend upon support from our community to care for thousands of homeless animals. BARCS receives numerous requests from organizations and individuals interested in raising funds for BARCS so that we can continue to save lives of animals in our community. The following guidelines help ensure that your event to benefit BARCS is successful. A third-party event is any fundraising activity by a non-BARCS employee or organization that benefits BARCS and where BARCS has no financial responsibility and minimal or no staff involvement is required.

Please note, as a general rule of thumb, BARCS does NOT promote third-party events. We appreciate your willingness to help BARCS and do remind you that that our primary focus is finding homes for our animals and promoting our own major fundraisers and campaigns. We would be thrilled to have you host an event to benefit BARCS, but the success of your event CAN NOT depend on our marketing, event planning, staffing, etc. Please keep this in mind when planning your event (i.e. will you be able to successfully market the event on your own).

Event organizers agree to:

- **Notify BARCS of any event *at least* 30 days in advance of the planned event.** It is very important that BARCS staff is aware of any event that is planned to raise funds or awareness for BARCS. We need to be prepared should any member of the public ask us about your event in order to authenticate it. If you are approaching sponsors for your event, the list of sponsors and/or partners must be approved by BARCS *in advance* to avoid duplication of efforts.
- **Identify a point person and provide contact information.** This is the person responsible for organizing the event, coordinating efforts with BARCS, collecting and depositing any donated funds for BARCS, and is responsible for **ALL** event coordination, marketing/promotion and sales.
- **Any event/marketing material using BARCS name or logo must be preapproved by BARCS.** Please allow 5 business days from receipt of any materials for the decision. Please clearly state on any printed materials the name of the group responsible for the event, the percent of proceeds or ticket sales that will benefit BARCS and make sure that any promotion of the event states: "Benefitting BARCS" and not "Sponsored by BARCS".

- **Collect names, mailing and email addresses of donors at the event and provide the lists to BARCS at the conclusion of the event.** It is important that BARCS sends acknowledgement letters to donors thanking them for their donation, as this also legitimizes that your event benefits BARCS. You are responsible for complying with all IRS regulations regarding the event or any charitable deductions.
- **Supply any permits and liability insurance necessary for your event.** Many events require special permits and/or liability coverage which will be your responsibility.
- **Remit event donation (monetary) to BARCS within two weeks of the event.** Online donations are preferred. Checks should be payable to BARCS and mailed to BARCS at the address listed on the application below.

Please also note:

- We ask that participants/attendees be informed of the exact amount of their participation that benefits BARCS. Please see the BARCS Third-party Event Agreement for more details.
- BARCS will not finance any expenses related to a third-party event or assume responsibility for any debts incurred.
- BARCS has very limited resources, however, staff or volunteers *may* be available to provide information and answer questions about BARCS.
- **As the event organizer, you are responsible for the marketing and advertising of the event.**
- BARCS flyers are available for your use at the event. We need five business days advanced notice and will email them to you.
- BARCS needs to be informed of all press and social media coverage.

BARCS reserves the right to decline or cancel participation in any third-party event for any reason. Generally, the following types of events will NOT be approved:

- Events that do not abide by the BARCS third part event guidelines
- Events that require significant use of BARCS staff and/or volunteers' time when it is not available or cannot be guaranteed
- Events scheduled too close to a major BARCS event
- Events that are controversial in nature or do not promote a positive image for BARCS

Promotion and recognition for your third-party event is very important to us. This is how BARCS will acknowledge your event that raises:

- Under \$2,499: You will receive a written acknowledgement letter.
- Between \$2,500-\$4,999: You will receive a written acknowledgement letter and a kennel cage sign at BARCS for one year.
- Between \$5,000-\$9,999: In addition to receiving all of the above, you will also receive recognition on our social media.

- Over \$10,000: In addition to receiving all of the above, you will also receive a bronze plaque which will be hung at BARCS.

After you have reviewed these guidelines, please complete the BARCS Third-party Event Application below and submit at least 30 days prior to your event. Once received and reviewed, an employee from BARCS will contact you.

Thank you for your desire to assist BARCS. Our animals are very appreciative of your efforts!

(Third-party Event Application below)



Third-Party Event Application

Today's Date: _____ Event Date: _____

Company or organization holding the event: _____

Name of person(s) responsible: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Name of the event: _____

Note: please reference the event as "Benefiting BARCS," not "Sponsored by BARCS"

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

Date, time and location of event: _____

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? \$_____ How much of the admission will be donated to BARCS? \$_____

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

Will businesses be solicited? If yes, who? _____

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

Are you requesting attendance from BARCS staff/volunteers? If yes, please explain:

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

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

How will you promote the event? BARCS has a social media policy in place and requests for promotion are not guaranteed to fit into this policy. Please submit marketing materials to BARCS for approval prior to promotion.

What assistance, participation, materials, etc. if any, are you requesting of BARCS?

Do you need a copy of the BARCS logo? Yes No How will it be used? _____

How will funds be generated for BARCS? (check all that apply)

None Ticket Sales/Entry Fee Donations from attendees

Percentage of sales Other (explain) _____

Projected Income: _____ Projected Expenses: _____ % of Proceeds for BARCS _____

Signature _____ Date _____

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

Please complete *no less* than 30 days prior to your event date and email or mail to:

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