

**For Event Organizer:  
American Diabetes Association Third Party Event Guidelines**

- The American Diabetes Association (“ADA”) defines a “Third Party Event” as any fundraising activity by a group or individual not affiliated with ADA where ADA has no fiduciary responsibilities and little or no staff involvement.
- A ‘Third Party Information Event Form’ must be submitted for us to determine if the event or campaign is within ADA’s guidelines and feasible within the existing calendar of activities. Please do not take action until you receive approval.
- We do not associate with businesses or individuals known to conduct themselves in a manner incompatible with our mission.
- We will not incur third party expenses or provide any funds for third party events or campaigns.
- The event needs to be promoted and conducted in a manner to avoid the statement or appearance of ADA endorsing any product, firm, organization, individual or services.
- The Organizer must inform us in advance about any businesses or individuals to be contacted for solicitation to avoid duplication with our efforts; do not solicit before you receive our permission.
- We reserve the right to decline any underwriting and/or sponsorship when we believe that such association may have a negative effect on our credibility.
- The Organizer must state the terms of the donation we can expect (for example, 75% of profits, one-time donation of \$1,000, or all proceeds). This information must be made specific in event/campaign promotions.
- The Organizer must also provide the date by which we will receive the donation (no later than 15 days after the event).
- We reserve the right to participate in similar promotions and other “Third Party Events.”
- A staff member may meet with you and other organizers of the event. In general, we prefer to leave the logistics to you, as it is your event and ADA is simply the grateful beneficiary of the proceeds.
- Depending on nature of the event and number of participants, we may be able to provide educational literature, informational brochures and plastic “goodie bags” to use for giveaways at your event.

However, we cannot guarantee the presence of volunteers or staff at the event.

- Any promotion of the event/campaign which mentions or includes the ADA name or logo must be approved by ADA staff prior to printing or release.

\* Please send any materials with the ADA name or designated logo to Heather Erickson ([herickson@diabetes.org](mailto:herickson@diabetes.org)) for review prior to use or publication.

- Event advertising, promotion and associated materials should state that the proceeds of the event will benefit the American Diabetes Association but should not imply or state that the ADA is the host. The Sponsor of the event should be clearly identified: The Elks Club, Bob's Variety, The Smith Family, is hosting X event, "with proceeds benefiting the American Diabetes Association."

| • You may create your own letterhead for use when communicating with prospective sponsors and participants. Our statement reads, "Proceeds from this event will benefit the American Diabetes Association."

- Collection of fees, entries, payments and all contributions must be made by the Organizer or designated contact. If you collect checks payable to the American Diabetes Association, please send the unendorsed checks along with the net proceeds of the event.
- Please do not suggest that event payments by participants qualify as charitable, tax deductible contributions, since participating attendees receive something in return.
- The Organizer assumes all risk for the event's expenses and liabilities, including obtaining insurance coverage, if necessary.
- The ADA is not financially or otherwise liable for the promotion and/or staging of a "Third Party Event."
- All "Third Party Events" should be accessible to people with disabilities.
- We reserve the right to review event financial statements at any time.

**Thanks for considering the ADA. If you have any questions about these guidelines, please Heather Erickson ([herickson@diabetes.org](mailto:herickson@diabetes.org)). (714) 662-7940 xt. 7518**

### Third Party Event Information

1. What type of event do you plan to host? (Examples: Golf outing, dance, garage sale)
2. Where will the event take place?
3. Location address:
4. When will the event take place?
  - A. Date:
  - B. Time:
5. Who is the host (a group or individual)?
6. What is the name and full contact information of the person responsible?
  - A. Name:
  - B. Phone number:
  - C. Address:
7. Why are you holding the event (is it solely for ADA, or is there another purpose)?
8. Additional event details the ADA should be aware of:
9. What is the estimated revenue?
  - A. Total revenue: \$
  - B. % of revenue for your expense
  - C. % of revenue for ADA? \_\_\_\_\_
10. Are any other charitable organizations going to benefit from this event?
  - A. Yes / No
  - B. If yes, please name:
11. Will you contact businesses for donations/assistance?
  - A. Yes / No
  - B. If yes, please list the names to avoid duplication with ADA efforts.
12. When/how will ADA receive the proceeds?
  - A. Date:
  - B. Method of payment (If by check, please send one check incorporating the cash received, plus any unendorsed checks that are payable to ADA):
13. Do you plan to use the ADA name in promoting the event?
  - A. Yes / No
  - B. If yes, please describe the materials you plan to create, including the type of ads or promotion (radio, TV, phone calls, posters). Attach copies if you have them now, or send along later.
14. Is there an opportunity for the ADA to provide materials to display/distribute at the event?
  - A. Yes / No
  - B. If yes, what types of materials would you prefer (goodie bags, educational literature, information about ADA).

I have read and agree to abide by the American Diabetes Association Third Party Guidelines

Name: \_\_\_\_\_ Date: \_\_\_\_\_