



Dallas Pets Alive! Third-Party Event Guidelines

Thank you for your interest in raising funds to support the programs that benefit the animals and initiatives of Dallas Pets Alive! We value your interest and willingness to coordinate an event that benefits our work, and we have put together these handy guidelines to help you in planning your event.

What is a Third-Party Event?

A Third-Party Event is any fundraising activity by a non-affiliated group, organization or individual (Sponsor) which benefits Dallas Pets Alive! where DPA has no financial responsibility and minimal or no staff/volunteer involvement is required.

We strive to support Third-Party fundraising Events to the greatest extent possible with the limited resources we have. However, we kindly ask that all such events follow our guidelines and be approved in advance. Third-Party Event proposals should be submitted **no later than two (2) weeks prior to the proposed event, although a minimum of thirty (30) days is preferred.**

Each proposal will be carefully reviewed for feasibility and suitability with our organization's mission, goals and objectives. This is an important safeguard to preserve the integrity of our commitment to raise the funds necessary to fulfill our mission.

Third-Party Events must be consistent with Dallas Pets Alive's mission to promote and provide the resources, education and programs needed to eliminate the killing of companion animals.

Guidelines

The following guidelines have been developed to protect both the individuals, organizations and corporations hosting events ("Sponsor") and Dallas Pets Alive! ("DPA").

- Sponsor is responsible for the majority of event coordination, marketing/promotion and sales unless otherwise agreed upon by DPA and the Sponsor.
- All promotional materials must clearly state the percentage of proceeds that will benefit DPA.
- Any use of the DPA logo or inclusion of the DPA name must be approved at least two weeks in advance of the event. Any contact with press or other media must be coordinated with DPA.
- DPA cannot and will not finance any expenses related to a Third-Party Event or assume responsibility for any debts incurred.



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- The Sponsor agrees to indemnify and hold harmless DPA of and from any and all claims, demands, losses, causes of action, damage, lawsuits, judgments, including attorneys' fees and costs, but only to the extent caused by, arising out of, or relating to the Third-Party Event.
- Sponsor agrees to coordinate with and request permission from DPA before soliciting any individuals, organizations or businesses in order to avoid duplicated efforts.
- Sponsor must state the terms of the donation (either monetary or material) that DPA can expect from the Third-Party Event and must tender the donation within thirty (30) days of the event.
- A donation solicited on behalf of DPA, whether the donation is an item or cash, is tax deductible only when it is made directly and entirely to DPA.
- Donors to Third-Party Events who wish to receive a receipt must make checks payable to Dallas Pets Alive! and provide an address. Cash donations must be received with a list of donors, mailing addresses, email addresses, and specific donation amounts; otherwise cash will be collected as an anonymous gift. Cash should not be deposited into a personal account in order to write DPA a check for the total donation amount. If the event is a benefit event (e.g. benefit concert), the donor will only receive a receipt for the donation amount minus the fair market value of the benefit.
- When a portion of the ticket price or suggested donation from a participant of the Sponsor's event is not tax-deductible, the Sponsor must clearly state this on all materials.
- Due to limited staff and volunteer resources, DPA cannot guarantee that DPA staff or volunteers will attend the Third-Party Event.
- DPA can solicit participation from our supporters for Third-Party Events. DPA-supported marketing can be requested from the Sponsor and will be approved at DPA's discretion.



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DPA reserves the right to decline participation or cancel participation in an event for any reason.

Generally, the following types of events will NOT be approved:

- Events that do not adhere to DPA's Third-Party Event Guidelines
- Online hosted parties by individuals selling goods
- Events that require significant attendance from DPA staff or volunteers
- Events scheduled in close proximity to a DPA Signature fundraising event
- Events that are controversial in nature or do not represent a positive image for DPA

After you have reviewed the above guidelines, please complete the Third-Party Event Interest Form and submit it at least two (2) weeks prior to the proposed event. Once the proposal has been received, DPA staff will notify you of any questions/concerns. DPA staff and volunteers will then review the proposal, and you will receive written confirmation regarding our decision.

Thank you again for your support of our mission to Make Dallas a No-Kill City!