



THIRD-PARTY EVENT & FUNDRAISER GUIDELINES

THANK YOU

Loveland Center, Inc. is grateful to the people and organizations that wish to organize fundraising activities that support our mission to help individuals with intellectual and developmental disabilities live their lives to the fullest. As a nonprofit, YOU are part of what makes our mission a reality each and every day.

To ensure your event is a success, Loveland Center has established the following guidelines. Please read these guidelines carefully and contact the Office of Philanthropy if you have any questions. All organizations must submit a completed Third-Party Event Form to use the Loveland Center trademarked brand, host a fundraising event benefiting Loveland Center, and prior to the commencement of any marketing of your event.

CONTACT INFORMATION

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THIRD-PARTY EVENT POLICY:

Outside groups, clubs, and organizations may present a third-party event benefitting Loveland Center, Inc. after receiving written approval from Loveland Center's Office of Philanthropy. As a 501(c)(3) organization, Loveland Center, Inc. has a fiduciary responsibility to ensure its trademark is used properly, funds are handled and accounted for appropriately, and fundraising is conducted in a manner that is consistent with the mission and values and does not pose a risk of brand confusion.

TRADEMARK USE POLICY:

Loveland Center, Inc. is a registered trademark and the trademark owner of its intellectual property consisting of its name, symbol, or slogan, or any combination thereof, and reserves the right to exercise quality control over how the mark is used by third-parties in order to prevent trademark infringement and brand confusion.

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I. DEFINITION

A Third-Party Event is a fundraising activity by an individual or a group, external to Loveland Center, with the purpose of raising funds or awareness for Loveland Center, its mission, and its programs and services. In third-party events, Loveland Center has no fiduciary responsibilities and little or no staff involvement. Examples of third-party events include: restaurant benefit, casino night, fashion show, golf tournament, auction, benefit concert, bake sale, car wash, etc.

II. EVENT APPLICATION & APPROVAL

All forms are to be submitted to events@lovelandcenter.org.

- ✓ Complete “Third-Party Event Form”
- ✓ Forms must be submitted 30 days prior to the event for approval. Submissions will receive approval notification within one week.
- ✓ Following event approval, you will receive Loveland’s trademarked branding and style guide to be used on all publicity materials. NOTE: all publicity and marketing materials require prior Loveland approval.
- ✓ Annual events should be registered each year.
- ✓ Loveland Center reserves the right to decline an event application or funds raised that may be in conflict with the mission and purpose of the organization or events that misrepresent the Loveland trademarked brand.

III. COMPLIANCE EXPECTATIONS

Loveland, like all organizations, rely on the strength of its brand identity. The value and visibility of the logo, name, and imagery associated with Loveland is strengthened through consistent presentation of our trademarked brand symbols. It is critical that when we permit third-parties access to our brand to be used in their marketing and communications, the relationships are clear and avoid brand confusion.

a. MARKETING PERMISSION

- All event promotional materials, flyers, invitations, etc., must be approved by Loveland and adhere to Loveland’s branding guidelines which will be provided following event approval.
- While we will do all that we can to assist promoting your event, we cannot guarantee that all events will be posted or promoted on Loveland’s social and digital platforms due to staffing and timing limitations.
- You shall use the trademark solely in the manner, for the purpose, and in the medium described and in no other manner, for no other purpose and in no other medium;
- You shall include the follow legend in all publicity materials: “Loveland Center, Inc.™ 2020. Used with permission.”;
- You shall not make any modifications to the trademark; shall not create derivative works based on the trademark; shall not use the trademark with objectionable material that may be defamatory, scandalous, pornographic or illegal; shall not use the trademark to disparage Loveland or any of its employees, board, or stakeholders;

- By using the trademark, you acknowledge that Loveland Center, Inc. is the exclusive owner of all right, title and interest in the trademark and all copyrights therein.

b. TRUTH IN ADVERTISING

- You will abide by the third-party event guidelines with regard to soliciting funds or donations through the use of the trademark and can be enjoined from further use of the trademark if it causes confusion or misrepresentation.
- Third-party events may NOT be represented as events sponsored by Loveland Center, including, but not limited to, the promotion of the event, donation requests, and in-kind solicitation and procurement.
- Promotions for the event should reflect Loveland as a beneficiary and not conducting the event. (Ex: Proceeds from XYZ Golf Tournament will benefit Loveland Center Inc.™)
- Third-party events must utilize the appropriate descriptions listed below that best describes the type of benefit that will be presented on all marketing and publicity materials:

TYPE OF BENEFIT	APPROVED DESCRIPTION FOR ADVERTISING
All funds raised benefit Loveland	Proceeds to benefit Loveland Center, Inc.™
Funds raised, less expenses, benefit Loveland	Net proceeds to benefit Loveland Center, Inc.™
Portion of sale, purchase, or proceeds benefit Loveland	For every purchase, \$X benefit Loveland Center, Inc.™
Percentage of proceeds benefit Loveland	X% of proceeds to benefit Loveland Center, Inc.™

IV. EVENT ORGANIZER RESPONSIBILITIES

You will be responsible for your third-party event from inception to the day a check is issued to Loveland. Loveland cannot be held responsible for any costs associated with your event or held liable for any risk or injury.

You, the event organizer, will:

- Maintain our expectations of “Truth in Advertising” and respectfully utilize the Loveland trademark as identified throughout these guidelines.
- Obtain all permits, licenses, insurance, and anything else that is required by municipal, state, or federal standards.
- Organize, promote, and follow-through on all aspects of your event. Loveland will do its best to assist with promoting the event as time permits.

V. LOVELAND RESPONSIBILITIES

ABLE TO PROVIDE	CANNOT PROVIDE
<ul style="list-style-type: none"> ▪ Advice on event planning, as time permits; ▪ A letter of authorization to validate the authenticity of your event; ▪ Provide and approve use of Loveland’s trademark brand identity; 	<ul style="list-style-type: none"> ▪ Assistance in soliciting donations, mailings, or event committee support; ▪ Loveland’s tax-exemption number for making any purchases related to the event;

<ul style="list-style-type: none"> ▪ Promotion of your event, as time permits, through Loveland’s social media, website, and communication platforms; ▪ A speaker or presenter at your event, as time permits; ▪ Tax acknowledgement letters for contributions made directly to Loveland Center, Inc.; ▪ A check presentation at Loveland or your location, if requested; ▪ A one-sheet of information for your promotional and/or event use with our elevator pitch, mission, vision, and programs and services. 	<ul style="list-style-type: none"> ▪ Guaranteed volunteer or staff attendance at the event; ▪ Access to donor or supporters contacts; ▪ Insurance or liability coverage.
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VI. POST-EVENT

Please remit the proceeds from your event, payable to “Loveland Center, Inc.” no later than four (4) weeks after the conclusion of your event, unless an alternate timeline has been approved by Loveland Center.

If mailing proceeds, please mail to:

Loveland Center
 Attn: Office of Philanthropy
 157 S. Havana Rd.
 Venice, FL 34292

If you would like to schedule a check presentation at Loveland Center or have a Loveland representative come to your organization, please contact us at events@lovelandcenter.org.

VII. FREQUENTLY ASKED QUESTIONS

When will our event request be approved?

We will review it and contact you within one week.

Will Loveland help organize the event?

While we can help answer questions or offer advice, we simply do not have the staff to help with the organizing or planning of your event.

What can Loveland provide to use for our event?

We can provide you with our trademarked branding and marketing materials to distribute. If time permits, we may be able to assist with a customizable flyer.

Is the donation tax deductible?

Yes, if the donation is made payable directly to Loveland and detailed donor contact information is provided, we can issue an IRS-compliant tax acknowledgement letter.

Can we choose a specific area to direct the proceeds?

Yes, please note on your event form if the funds raised are to be restricted to a particular program. Please note that Loveland reserves the right to decline a restricted gift. We encourage you to have your donation unrestricted and we will direct it for use to our greatest needs at the time.