



**Ronald  
McDonald  
House®**

Central &  
Northern Arizona

# Third-Party Fundraising Event Agreement

Thank you for your interest in collaborating with Ronald McDonald House® Central and Northern Arizona! We are grateful for the support from energetic individuals and the businesses and organizations that want to generate funds and resources needed to support our mission.

We ask that applications be submitted for a minimum of 30 days prior to proposed event date and allow for a minimum of five business days to review.

**Please return completed fundraising application to [development@ronaldmcdonaldhousecnaz.org](mailto:development@ronaldmcdonaldhousecnaz.org)**

## 1. Organizer Information

**Name of sponsoring organization or individual:**

**Primary contact person:**

**Title/Role:**

**Address:**

**Phone:**

**Email:**

**Website:**

## 2. Event / Activity Information

**Event name:**

**Description of activity:**

**Event date(s) & time(s):**

**Location:**

**Expected attendance:**

Is Ronald McDonald House Central and Northern Arizona sole beneficiary?  Yes  No

If no, list other beneficiaries and the distribution of proceeds: [Click or tap here to enter text.](#)

\*\*Will the organizer pay or contract individuals/firms to help plan, manage, or promote the activity?

Yes  No

If yes, list names and roles:

### 3. Fundraising Plan & Financial Terms

**Method(s) of raising funds** (e.g., ticket sales, auctions, raffles, product sales, peer-to-peer fundraising):

**Estimated gross revenue:**

**Estimated expenses:**

**Estimated net proceeds to:** Ronald McDonald House Central and Northern Arizona

**Please specify the actual amount/percentage of a donor's contribution that will directly benefit**

Ronald McDonald House Central and Northern Arizona (e.g. \$5 for every item purchased OR 50% of net proceeds):

**Note:** The language entered above must appear in all advertising, promotion and contact with donors/participants.

\*\*Organizer agrees to remit all proceeds and a financial summary to Ronald McDonald House Central and Northern Arizona within **30 days** of the event.

### 4. Compliance, Permits & Insurance

The Organizer is responsible for:

- Securing all required **permits, licenses, and insurance**, including but not limited to raffle licenses, special event permits, and liability insurance.
- Ensuring the event complies with all **local, state, and federal laws**, including charitable solicitation laws.
- Covering all event-related expenses Ronald McDonald House Central and Northern Arizona will not reimburse costs or cover event deficits.
- Adhere to Ronald McDonald House Central and Northern Arizona marketing and brand guidelines and be aligned with the mission and vision of Ronald McDonald House Central and Northern Arizona.
- If alcohol will be served, Organizer must ensure compliance with state/local regulations and carry appropriate insurance coverage.

### 5. Promotion Details

Will the Ronald McDonald House Central and Northern Arizona logo be requested for promotional purposes? \*All logo usage must be approved by Ronald McDonald House Central and Northern Arizona before use.

Yes  No

How will the event be promoted? (i.e. invitations, social media, flyers, website, radio/TV)

Will media be contacted?  Yes  No

If applicable, please list any sponsors or potential sponsors for the fundraiser:

### 6. Branding, Marketing & Communications

Use of Ronald McDonald House Central and Northern Arizona name, logo, or other identifiers is strictly controlled. Organizer agrees to:

- Identify Ronald McDonald House Central and Northern Arizona only as the **beneficiary**, not the sponsor, host, or co-host. Example:
  - **Correct:** “XYZ Golf Tournament benefiting Ronald McDonald House Central and Northern Arizona”
  - **Incorrect:** “Ronald McDonald House Central and Northern Arizona Golf Tournament.”
- Submit all promotional materials (digital, print, social media, press releases) to [development@ronaldmcdonaldhousecnaz.org](mailto:development@ronaldmcdonaldhousecnaz.org) for approval **before** use.
- Use only **approved** Ronald McDonald House Central and Northern Arizona **logos and brand assets** provided by the Chapter.
- Avoid any messaging that misrepresents Ronald McDonald House Central and Northern Arizona’s involvement or implies endorsement.
- Companies with public images having the potential to compromise the goodwill of Ronald McDonald House, compete with McDonald’s Corporation, or conflict with our mission may not be presenting sponsors or promote their products through advertising or other exposure. (i.e. other quick service restaurants).

Ronald McDonald House Central and Northern Arizona may promote the event at its discretion but does not guarantee promotion, attendance, family, staff, or volunteer involvement.

## 7. Donations, Receipting & Financial Reporting

- Organizer will provide Ronald McDonald House Central and Northern Arizona with a **full accounting** of revenue and expenses within **30 days**.
- Donations made directly to Ronald McDonald House Central and Northern Arizona and will be receipted by Ronald McDonald House Central and Northern Arizona in accordance with IRS guidelines.
- The organizer is responsible for collecting donor contact information necessary for acknowledgments, when appropriate, and for stating in the application how much of an attendee’s contribution is tax-deductible.
- Ronald McDonald House Central and Northern Arizona cannot provide access to its donor lists or contact information for its Board of Trustees or volunteers.
- Fundraiser must be financially self-sustaining.

## 8. Liability & Indemnification

Organizer assumes all responsibility for:

- Safety of participants, volunteers, vendors, and attendees.
- All risks, liabilities, damages, and costs associated with the event.

Ronald McDonald House Central and Northern Arizona reserves the right to:

- Withdraw approval at any time if event circumstances conflict with Ronald McDonald House Central and Northern Arizona mission, values, or brand standards.
- Prohibit use of its name or marks if guidelines are violated.

Organizer shall hold Ronald McDonald House Central and Northern Arizona and its trustees, directors, officers, employees, staff, volunteers, and agents (collectively, the “Indemnified Parties”) harmless from and against any and all claims, liabilities, judgments, penalties, settlements, losses, damages, and expenses, including court costs and reasonable attorney’s fees, incurred or suffered by any of the Indemnified Parties in connection with or as a result of Organizer’s event described herein. In addition, Organizer has read and understands the protocols related to third party fundraising in connection with the Ronald McDonald House® brand and agrees to adhere to all guidelines outlined by Ronald McDonald House Central and Northern Arizona from time to time.

ORGANIZER AGREES TO RELEASE THE INDEMNIFIED PARTIES FROM ANY AND ALL LIABILITY ARISING OUT OF THE ACTIVITY/EVENT DESCRIBED HEREIN.

Organizer:

Organizer Signature:

Title:

Date:

Ronald McDonald House Central and Northern Arizona Contact:

Title:

Date:

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