


## The Tri-Cities Cancer Center

### Foundation Policy

<b>POLICY TITLE:</b> Foundation Special Events & Promotions Policy	<b>POLICY NUMBER:</b> FOUND – SP - 1
<b>DATE ORIGINATED:</b> 10/05/1999	<b>DATE REVISED:</b> 6/19/2006; 6/15/2009; 1/27/2011
	<b>EXECUTIVE DIRECTOR:</b> 

#### Policy:

The Tri-Cities Cancer Center Foundation is fortunate to be the frequent recipient of funds raised by individuals, organizations and businesses which engage in special events or promotions. It is the policy of The Tri-Cities Cancer Center Foundation to be supportive of the sponsors of these activities for the benefit of the Center when such activities fall within the guidelines set forth below and have been pre-approved by the Tri-Cities Cancer Center Foundation.

#### Procedure:

#### Definitions

- **Event:** An event is an occurrence or experience which takes place at a specific place, date and time and which can be attended or involves active participation.
- **Promotion:** A promotion is an activity which generates funds from the sale of a product or service.

#### Purpose

- The Tri-Cities Cancer Center Foundation name has a very positive value which has accrued over several years. Indiscriminate use of the Tri-Cities Cancer Center Foundation's name would diminish the quality image currently associated with the Tri-Cities Cancer Center Foundation. In addition, in the eyes of the public and the State of Washington, the Tri-Cities Cancer Center Foundation may be rightly or wrongly held accountable for activities and events associated with its name. Therefore, the purpose of this policy is to ensure:

1. That affiliation with an organization wishing to sponsor an event or engage in a promotion to benefit the Tri-Cities Cancer Center Foundation is appropriate.
2. That the proposed event or promotion is approved through the appropriate Tri-Cities Cancer Center Foundation channels; and
3. Funds raised by the proposed event or promotion are aligned with the Foundation's needs and acceptable categories for donation.

The following guidelines will serve the Tri-Cities Cancer Center Foundation in deciding whether or not to authorize the association of the Tri-Cities Cancer Center Foundation and/or its name with a proposed event or promotion for the purpose of fundraising, and the degree to which the Foundation will assist with the proposed event or promotion

### General Criteria for Events and Promotions

- **Compliance/Reputation:** All individuals, organizations and businesses which support the Tri-Cities Cancer Center Foundation through special events or promotions are required to comply, as necessary, with the Washington State Charitable Solicitations Act, Chapter 19.09, as amended, and any other applicable laws or regulations. In certain circumstances, the Foundation may require that a supplemental written contract be completed in addition to the acceptance and execution of this policy document. In addition, all such sponsors must be in good standing in the community as judged by such groups as the Tri-Cities Cancer Center Foundation Board, the Tri-Cities Cancer Center Board of Directors, the Better Business Bureau or others.
- **Frequency:** To avoid competition between events and promotions (including those sponsored by the Tri-Cities Cancer Center Foundation), and to maintain community goodwill without over saturating the market, judgment will be made by the Foundation as to the number of events or promotions which may be sponsored during the year. The Tri-Cities Cancer Center Foundation also reserves the right to publicize events or promotions among its employees on a selective basis. The proposed special event or promotion should not be in direct conflict with similar activities planned or conducted by the Tri-Cities Cancer Center Foundation.
- **Use of the Tri-Cities Cancer Center or TCCC Foundation Name, Logo or Trademarks:** Any event or promotion using the name of the Tri-Cities Cancer Center or TCCC Foundation, the Foundation or Cancer Center logo or any trademarks associated with the Cancer Center or Foundation must promote the positive image of the Foundation. The official names to be used are: **Tri-Cities Cancer Center or Tri-Cities Cancer Center Foundation**. Any materials or publicity using the Tri-Cities Cancer Center Foundation name must have the prior approval of the Executive Director. All logo usage must follow acceptable guidelines for use and must be approved by the Executive Director.

- Suitability: The Executive Director shall determine if the event/promotion is acceptable within the Foundation's guidelines. When in doubt, the proposed activity will be submitted to the Foundation Board for consideration and appropriate action.
- The Tri-Cities Cancer Center Foundation is generally unable to provide assistance for third party events.
- Indemnification: For all events and promotions, the sponsor hereby agrees to fully indemnify and hold harmless the Tri-Cities Cancer Center Foundation, its subsidiaries, officers, directors, agents and employees from any and all claims, actions, causes of action, judgments or liens in any way occasioned by or arising out of the occurrence or performance of an event or promotion and to defend for and on behalf of the Tri-Cities Cancer Center Foundation, at the sponsor's own expense any such claim or cause of action, and in the event of recovery therein, to fully and immediately pay any judgment or lien arising there from, including any and all costs, attorney fees and interest as part thereof.
- Liability Insurance: The sponsor shall obtain and keep in force during the period of the event or promotion a policy of general public liability insurance which shall provide full protection to the sponsor and the Tri-Cities Cancer Center Foundation against claims for bodily injury, personal injury, death or property damage arising out of the event or promotion. The limit of coverage shall be no less than \$500,000.00 and may be required to be higher at the sole discretion of the Foundation. Such policy shall provide that coverage shall not be cancelable absent thirty (30) days prior notice by the carrier to the Foundation. A certificate of insurance shall be provided to the Tri-Cities Cancer Center Foundation by the sponsor as evidence of such coverage and must state event name. A statement of coverage is required if an insurance rider separate from original policy is not provided. The Tri-Cities Cancer Center and Tri-Cities Cancer Center Foundation and its representatives should be listed as included in Hold Harmless clause of any event materials.
- Expenses: **All expenses associated with organizing and holding an event or promotion are the responsibility of the sponsor** unless prior agreement to share in specific expenses has been reached with the Foundation. Information about such expenses must be detailed in a written proposal and submitted for approval by the Foundation. The Tri-Cities Cancer Center Foundation is not responsible for debts incurred by sponsors of special events as a result of fund-raising activities.
- Publicity and Material Approval: **All publicity through all media and printed materials referencing the Tri-Cities Cancer Center Foundation must have the prior approval of the Executive Director.** The sponsor agrees to provide samples of all printed materials and publicity using the Tri-Cities Cancer Center Foundation name to the Executive Director prior to use or distribution.

- **Media Coverage and Promotion:** A decision will be made on a case-by-case basis regarding whether the Tri-Cities Cancer Center Foundation or the sponsor will handle media to obtain the greatest amount of media coverage. When the situation warrants and when agreed upon in advance, the Tri-Cities Cancer Center Foundation can provide assistance with writing press releases; and/or approaching the media by supplying contact names. A decision will be made on a case-by-case basis regarding the extent to which the Tri-Cities Cancer Center Foundation will promote the event. The Tri-Cities Cancer Center Foundation does not make its mailing lists available to third parties.
- **Tours:** Should the sponsor wish to include tours of the Tri-Cities Cancer Center in conjunction with an event or promotion, these must have the prior approval of the Executive Director.
- **Volunteers, Board Member and Staff Involvement:** The Tri-Cities Cancer Center Foundation is generally unable to provide volunteers to help support fundraising activities sponsored by outside organizations. Such activities are the sponsor's opportunity to involve its own membership or employees in the fun and fellowship of helping cancer patients and their families. In most instances, the Tri-Cities Cancer Center Foundation does not have a force of volunteers to assist with ticket sales, raffle sales or sponsorships. The Foundation may be able to provide staff or board member assistance for check presentations, speaking opportunities, etc. based on availability. Check presentations with staff and board member assistance will be given priority if held in our facility.
- In addition, the Tri-Cities Cancer Center Foundation does not disclose to outside parties the names, addresses, telephone numbers or other identifying information concerning members of its Guild, Men's Club or any other volunteer agency of the Center.

#### Special Events Criteria

- **Donation Acceptance:** Donations made to the Tri-Cities Cancer Center Foundation must fit within an approved category for donations. Donations can only and will only be used to support The Tri-Cities Cancer Center Foundation, Support Services, specific cancer screenings, and patient needs. Any donation made to the Foundation through a third-party event will be used for any or all of these needs.
- **Special Event Net Proceeds:** One hundred percent of the net proceeds of the fund-raising activity must be donated to the Tri-Cities Cancer Center Foundation unless a prior agreement has been reached to share the proceeds with other non-profit organizations.
- **Raffles:** If the sponsor is considering a raffle as part or all of its event, the sponsor must contact the Washington State Gambling Commission for rules and regulations governing the conduct of raffles and must comply with the same.

## Promotions Criteria

- **Product Service Promotion:** The Tri-Cities Cancer Center Foundation does not endorse products or services; however, it may choose to accept proceeds from promotions by reputable firms or individuals who sell products or services wholesale and/or retail. In each case, the promotion must follow the guidelines outlined in this policy and must also comply with Washington State law regarding promotions. Corporate financial information (such as an annual report) may be required in order to approve product or service promotions.
- **Product Review:** The Tri-Cities Cancer Center Foundation reserves the right to have any products involved in a promotional activity reviewed by a Foundation representative to determine the suitability of use.
- **Promotions Budget/Expenses:** The sponsor will be responsible for the budget and all expenses associated with the proposed promotion. The Tri-Cities Cancer Center Foundation is not responsible for debts incurred by sponsors of promotions as a result of the promotional activity.
- **Advance Disclosure:** Prior to approval of any promotion, the sponsor shall provide the Tri-Cities Cancer Center Foundation with an explanation as to how the promotion's pricing will be structured; i.e. whether the pricing will include an "add on" which gives the ultimate purchaser a potential tax deduction, or whether a certain percentage of the price is to be contributed to the Tri-Cities Cancer Center Foundation by the sponsor, which may provide a tax deduction to the sponsor. If the structure of the pricing is otherwise, an accurate and understandable explanation shall nevertheless be provided by the sponsor for the consideration of the Tri-Cities Cancer Center Foundation.
- **Promotions Net Proceeds:** The sponsor will set criteria or develop a formula by which the Tri-Cities Cancer Center Foundation will receive revenue from the activity. One hundred percent of the agreed-upon revenue must be donated to the Tri-Cities Cancer Center Foundation unless a prior agreement has been reached to share the proceeds with other non-profit organizations.

**ACKNOWLEDGMENT AND ACCEPTANCE OF SPECIAL EVENTS & PROMOTIONS POLICY**

I \_\_\_\_\_, as an official, authorized representative of \_\_\_\_\_ (Sponsor/Promoter Organization or Company) have received and read the attached Tri-Cities Cancer Center Foundation Policy and Procedure on Special Events and Promotions and on behalf of said Sponsor/Promoter, hereby accept the same and agree to fully comply therewith.

\_\_\_\_\_  
*(Your Signature)* Date: \_\_\_\_\_

Please print name and title: \_\_\_\_\_



# Special Events & Promotions

## Application Form

FOUNDATION

Each special event or promotion must be approved by administration and must meet Tri-Cities Cancer Center Foundation guidelines for special events. This form must be returned to the Foundation at least one month prior to the date of the proposed event or promotion.

Name(s) \_\_\_\_\_

Organization or Business Name(s) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Title of Event \_\_\_\_\_

Time/Date it will take place \_\_\_\_\_

Location \_\_\_\_\_

Short description of event \_\_\_\_\_

Anticipated Gross \$ \_\_\_\_\_ Expense \$ \_\_\_\_\_ Projected Net to be donated to TCCC \$ \_\_\_\_\_

Please use my donation for the Area of Greatest Need \_\_\_ Yes \_\_\_ No

Or

Please designate my donation to the following category (Circle One):

Support Services

Screenings

Patient Needs

We are asking the Foundation to provide the following in support of the event (Priority will be given to events who have designated donations to the Area of Greatest Need) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your Signature \_\_\_\_\_

Date \_\_\_\_\_

*For Office Use Only:*

\_\_\_ Approved \_\_\_ Denied

A supplemental contract: \_\_\_ is required \_\_\_ is not required

\_\_\_\_\_  
Tri-Cities Cancer Center Foundation

\_\_\_\_\_  
Date

## Special Events Checklist

For a special event/promotion to be approved by the Foundation, any group or individual wishing to proceed with any special event to benefit the Foundation must provide specific required documents referenced in the Foundation Special Events and Promotions Policy. Documentation must be provided prior to event date.

- ✓ Priority for Foundation Assistance will be given to those events which designate their proceeds to the Area of Greatest Need. These donations ensure that we can continue to provide for the needs of our patients and their families.
- ✓ We require a policy of general liability insurance with a coverage limit of at least \$500,000. Requirement may be higher at the sole discretion of the Foundation. A certificate must be provided to the Foundation as evidence of such coverage and must state the event name/TCCC as protected under coverage.
- ✓ If you are considering a raffle as part or all of this event, you will need to contact the Washington State Gambling Commission for rules and regulations governing the conduct of raffles and must comply with the same.
- ✓ The Foundation is generally unable to provide volunteers to help support fundraising activities by outside organizations. Such events are your opportunity to involve your membership or employees in the fun and fellowship of helping cancer patients and their families.
- ✓ All publicity through all media and printed materials referencing the Tri-Cities Cancer Center Foundation must have the prior approval of the Executive Director. Please allow up to several days for approval to be granted. You must provide the Executive Director with copies of any print material or publicity (including television/radio spots) before approval can be given.