



Planning a Fundraising Event with Leukemia Texas

Thank you for your interest in helping to serve our important mission! Please fill out the event application and submit to Leukemia Texas no less than 45 days prior to your proposed event date. You may email to: info@leukemiatexas.org or mail to: 4925 N O'Connor Rd. Suite 125, Irving, Texas 75062

We will contact you within one week of your application being received. If you have any questions in the interim, please call 214-265-7393

Be Sure To Choose the “Right” Event

Your event should compliment Leukemia Texas' mission. It should also fit the size, talents, goals, interests and time availability of your group.

Develop a Budget

Identify all possible sources of revenue and anticipated expenses. Don't forget to try and get items donated to help reduce expenses and to ensure a larger contribution to research and to the patients served by Leukemia Texas.

Promote and Publicize Your Event

Publicize early and often and get the word out any way you can. Utilize TV, radio, newspapers and magazines, as well as, flyers, posters, community bulletin boards and word of mouth. Don't forget Facebook, Twitter and email - these are great ways to reach lots of people quickly.

Donate Your Funds

Please turn in all proceeds to Leukemia Texas within 30 days of your event. All checks should be made payable to Leukemia Texas.

Leukemia Texas Event Guidelines

Event Approval

- All fundraising activity for the benefit of Leukemia Texas must be approved in advance by the Leukemia Texas office. A third party event application should be completed and filed with Leukemia Texas no less than 45 days prior to the proposed event date.
- Events should compliment Leukemia Texas' mission, and convey a positive image of the organization. Alcohol, tobacco, firearms or other products deemed harmful or inappropriate may not be promoted alongside or in conjunction with the brand.

Use of Name and Logo

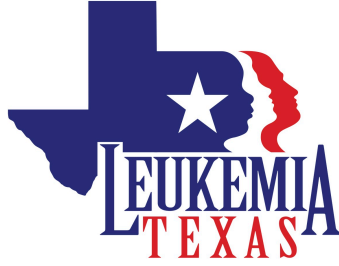
- The logo is a registered trademark and may not be altered in typeface, color, configuration and/or position. The Leukemia Texas name and logo must be used.

Financial and Legal Information

- Leukemia Texas does not release its proprietary mailing lists to community organizations. Upon approval from organization leadership, the organization may choose to educate or inform select organization constituencies of fund-raising events on a case-by-case basis.
- All community events must comply with all federal, state and local laws governing charitable fund-raising, gift reporting and special events. The event organizer(s) is responsible for obtaining any necessary permits, licenses and clearances, required by the government. The organizer(s) must also obtain appropriate insurance coverage, if necessary.
- If the organization plans to solicit contributions, sponsorship or in-kind gifts from businesses (local or national), the list of potential business sponsors must be submitted and approved by Leukemia Texas before being approached in any way.
- The sponsoring organization must submit event proceeds to Leukemia Texas within 30 days of the scheduled event.
- Proceeds checks should be made out to: Leukemia Texas. Proceeds should be mailed or delivered to: **4925 N O'Connor Rd., Suite 125, Irving, Texas 75062**
- Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.
- The event organizers must seek approval from Leukemia Texas to repeat the event in each succeeding year.

Leukemia Texas is fortunate to be the beneficiary of community fundraising efforts. With limited staff and resources, we cannot provide support for all fundraising activities and appreciate your gifts of time and talent to help augment our efforts. Unfortunately, we cannot:

- Solicit sponsorship revenue, auction items or prizes on behalf of your fund raising event
- Provide insurance for your event
- Offer funding or reimbursement for expenses



Fundraising Event Application
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Thank you for your interest in supporting Leukemia Texas. Before you hold or publicize your event, you must submit this application to Leukemia Texas for approval. Please email the completed application to: info@LeukemiaTexas.org or fax to: 214-265-8577. Please allow 2 business days for response.

Name of Group/Organization Planning Event:

Briefly describe your organization and its relationship to Leukemia Texas:

Is the organization: Nonprofit For profit

Contact Name and Title:

Mailing Address:

Email Address:

Phone:

Primary: _____ Alternate: _____ Fax: _____

Name of Proposed Event:

Date and Time of Event:

Location of the Event:

Address of Event: _____

Is the Event: Open to the Public By Invitation Only

Ticket Price (if applicable): _____

Projected Attendance Totals: _____

Has this event taken place before? Yes No

If so, when? _____

Are there other beneficiaries besides Leukemia Texas? Yes No

If so, which organization(s)? _____

Briefly describe your event and how funds will be raised (e.g. ticket sales, pledges, sponsorship, auction, etc.)

How will the event be publicized?

TV/Radio Print Flyers/Mailers Web site Facebook/Twitter

NET REVENUE *Checks should be made out to Leukemia Texas:

Will expenses/costs come out of: Proceeds To be paid by event organizer

Please indicate date funds will be received by Leukemia Texas: _____

All businesses that you plan to solicit for cash or in-kind support (products or services) must be listed on back of page.

THE ORGANIZATION SPONSORING THE EVENT ASSUMES ALL RISKS AND LIABILITIES ASSOCIATED WITH THE EVENT AND HEREBY RELEASES AND HOLDS HARMLESS LEUKEMIA TEXAS AND ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, AND SUCCESSORS, AND ASSIGNS FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEY'S FEES, ARISING OUT OF OR INCLUDING, WITHOUT LIMITATION, ANY PERSONAL INJURIES OR DAMAGE TO PROPERTY WHICH MAY OCCUR IN CONJUNCTION WITH THE EVENT. LEUKEMIA TEXAS PARTICIPATION AS A BENEFICIARY IN NO WAY IMPLIES A BUSINESS AGREEMENT WITH ANY SPONSORS OR COMMITTEE MEMBERS.

I agree on behalf of the organization that I represent that Leukemia Texas will receive all revenues from the event within 30 days of the event or within alternative terms mutually agreed upon. I agree that all printed materials and publicity for the event must be approved by Leukemia Texas prior to being released, printed, etc. and that I will abide by the Policies and Guidelines provided to me by Leukemia Texas.

Signature: _____ Printed Name: _____ Date: _____