



Ronald McDonald House Charities®
Richmond

Third Party Event Form

- Individual Business Organization/Group (Non-Profit)

Thank you for reaching out to support families with a child receiving medical treatment in the Richmond region.

In order to fulfill our mission, engage our community and maintain our brand, RMHC-Richmond must review all fundraising event requests first. We then form an agreement with each event organizer before a proposed event can occur or be promoted.

Please return the completed application for to: Melisa Ross, Special Events Manager, Ronald McDonald House Charities of Richmond, 2330 Monument Avenue, Richmond, VA 23220, or by email at melisa@rmhc-richmond.org. Questions? Call us at (804) 355-6517.

I. Contact Information

Name of Planning Organization/Individual ("Requesting Party"):

Address: -----

Contact Person and Title: -----

Phone: ----- Email: -----

II. Event Description

Name of Event: -----

Nature of Event (Please explain in detail): -----

Location: ----- Date of Event: -----

Rain Date (if applicable): ----- Hours of Event: -----

Target Audience: ----- Est. Attendance: -----

Event Open to the Public? Yes / No

Are there other beneficiaries? Yes / No If yes, whom?

Please attach a list of businesses that will be asked to sponsor this event and please note if the Requesting Party has a personal relationship.



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III. Financial Information (Please Estimate:)

Total Proceeds A. _____

Expenses (include costs such as printing, food, entertainment, equipment rental, promotion, etc.) B. _____

Anticipated net proceeds (A minus B) C. _____

Estimated amount/Percentage of net proceeds given to RMHC of Richmond D. _____

How will proceeds from the event be given to RMHC of Richmond?

Cash Check Other: _____

Expected date net proceeds will be given to RMHC of Richmond:

Note: RMHC of Richmond should receive net proceeds within 60 days of the conclusion of the event. Annually occurring events must have donated proceeds from previous year's event before approval can be granted for future events. All checks should be made payable to Ronald McDonald House Charities of Richmond.

IV. Publicity Information

Requesting Party agrees that Ronald McDonald House Charities of Richmond must approve any materials (print or digital) that include the RMHC Richmond logo and/or name before the Requesting Party is able to print, publish, post or distribute.

V. Agreement of Responsibility

Requesting Party agrees to indemnify, make good, and hold Ronald McDonald House Charities of Richmond, Virginia, Inc., and its employees and directors harmless from and against any and all loss, damage, fines, costs, charges, including, but not limited to, all attorney's fees and all other costs and expenses relating to any suit, judgment, action, or other claim arising from or relating to the acts or omissions of Requesting Party or otherwise arising from or relating to the Event. This indemnity shall survive the termination of this agreement.

I have read the Fundraising and Special Event's Policy and agree to its terms.

Signature of Requesting Party: _____ **Date:** _____

Signature of RMHC Exec Director: _____ **Date:** _____