

Third-Party Agreement

for Beneficiary Special Events

UT Southwestern Medical Center

Office of Development & Alumni Relations
(214) 648-2344 (office)
(214) 648-4771 (fax)
giving@utsouthwestern.edu

The University of Texas Southwestern Medical Center

Third-Party Guidelines

UT Southwestern welcomes special fundraising and promotional events (“third-party events”) sponsored by outside organizations or individuals (a “third party”) on its behalf. A third-party event is any activity promoted and hosted by a non-affiliated organization or individual where UT Southwestern has no fiduciary responsibility and little-to-no staff involvement. These events must be consistent with UT Southwestern’s mission and benefit the Medical Center by:

- Providing positive exposure and increased awareness of the Medical Center’s programs and mission.
- Providing financial support through donations and/or net proceeds.

The third-party organizer (“event organizer”) must adhere to the conditions, duties, and obligations outlined in this document.

Third-Party Guidelines

As an important safeguard to preserve the integrity of UT Southwestern and its commitment to raise the funds necessary to fulfill its mission in a cost-efficient and effective manner, all third-party events for the benefit of the Medical Center must be approved in advance by the Vice President for Development and Alumni Relations. If you have an idea or plan for a fundraising event that will benefit UT Southwestern, and one that aligns with our mission of excellence in patient care, education, and research, it is important that you follow and understand the below guidelines:

General

- All third-party events must fit the mission and convey the appropriate image for UT Southwestern.
- The enclosed Beneficiary Special Event application should be completed, signed, and submitted as directed no less than 90 days prior to the proposed event date.
- Third-party events must comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events.
- The event organizer is responsible for obtaining any necessary licenses, permits, clearances, and insurance coverage required.
- UT Southwestern reserves the right to cancel the event at any time with written notification. UT Southwestern will incur no liability for any such cancellation.
- The event organizer must seek approval from UT Southwestern to repeat an event.

Financial

- Estimated revenue and expenses for the event should be established by the event organizer and included in the application. This financial information is taken into account before approval is granted.
- Event participants should make payment to the event organizer and the event organizer should send one collective payment to UT Southwestern. Individual donors other than the event organizer will not be recognized or credited for the contribution.
- Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing a third-party event benefiting UT Southwestern.

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- The proceeds of any approved third-party event will be used to support the mission of UT Southwestern. The event organizer may designate proceeds to a specific focus area, but may not designate proceeds to be used to offset an individual's hospital or medical bills.
- All net proceeds must be submitted to UT Southwestern's Office of Development and Alumni Relations within 30 days following the completion of the event.

Promotional Materials

- With the exception of the below language, use of the name of UT Southwestern, logo, or any other term implying endowment by or support of UT Southwestern is not authorized. The following can be included on all materials:

"Benefiting UT Southwestern Medical Center"

- Advance authorization is required for any advertising or promotional activities related to the event.
- All materials for third-party events that mention or imply connection with UT Southwestern, including printed material, press releases, media promotions (visual and audio), social networking (Facebook, Twitter, etc.) messages, signage, advertisements, broadcast emails, event website, and any other form of promotion must be approved in advance of production, printing, or dissemination by the Director of Development Communications for UT Southwestern. A minimum lead time of 10 business days is required for review and approval.
- The official event name and graphic representation must be approved in advance by the Director of Development Communications. In naming the event, UT Southwestern should not be used in the title, but rather listed as the beneficiary of the event. For example, event organizers should not refer to the event as the "UT Southwestern Golf Tournament." Instead, it should be promoted as "Golf Tournament to benefit UT Southwestern."
- Approved events must be promoted in a manner to avoid statements or the appearance of UT Southwestern endorsing any individual, organization, product, or service. In an effort to ensure this, the following disclaimer can be included on all materials:

"The UT Southwestern Medical Center name is used with its permission, which in no way constitutes an endorsement, expressed or implied, of any individual, organization, product, or service."

- Promotional materials for all third-party events contributing a portion of the sale of any item to UT Southwestern must state exactly how much (either percentage or specific dollar amounts) is being contributed to UT Southwestern.

Solicitations

- Before soliciting businesses or individuals for sponsorship levels at or exceeding \$1,000, the event organizer must receive approval from the Office of Development and Alumni Relations.
- UT Southwestern does not allow solicitation of funds through door-to-door soliciting, telemarketing, the use of vending machines, or raffles.

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What Event Organizers Can Expect from UT Southwestern

In accordance with our policies, UT Southwestern **can** assist with approved events by:

- Offering advice and tips to help event organizers plan, and sharing success stories of other third-party events that have benefited UT Southwestern.
- Providing a letter of authorization to be used to validate the authenticity of the event and its organizers.
- Attending events or check presentations, as schedules permit.
- Providing a gift recognition letter noting a charitable contribution to the event organizer for total proceeds from the event remitted to UT Southwestern* (unless contributors have written checks directly to UT Southwestern).

In accordance with our policies, UT Southwestern **cannot** assist with approved events by:

- Providing or extending tax exemption to event organizers for related purchases.
- Providing funding or reimbursement for event-related expenses.
- Providing insurance or liability coverage.
- Providing mailing lists of donors, vendors, trustees, employees, or other affiliated constituencies.
- Soliciting sponsorship revenue for events.
- Providing UT Southwestern stationary, letterhead, banners, **equipment**, etc.
- Placing or distributing event fliers, posters, or other promotional materials throughout the Medical Center.
- Promoting event on the UT Southwestern's website.
- Guaranteeing attendance of donors, vendors, trustees, employees, or other affiliated constituencies at events.
- Providing a gift recognition letter noting a charitable contribution to individual contributors or participants of the event* (unless contributors have written checks directly to UT Southwestern).

Please continue to the enclosed Beneficiary Special Event application. Reminder: Please do not move forward with your event plans until your submitted application has been reviewed and approved. We will notify you of our decision.

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Third-Party Application

UT Southwestern is honored by your decision to make us the beneficiary of your special event. We are always grateful for the generous support of our friends in the community who share our commitment to making important contributions to biomedical research, patient care, and the education and training of physicians and other health care professionals.

Before you plan and host your event, you must complete and submit this application to the Office of Development and Alumni Relations no less than 90 days prior to the proposed event date. By completing this application, you help us learn more about your event. In order to ensure all proposed third-party events are consistent with UT Southwestern's mission, your application must be reviewed and approved in advance by the Vice President for Development and Alumni Relations.

Today's Date: _____

EVENT INFORMATION

Organizer Details

Name of Group/Organization Planning Event: _____

Name of Event Organizer: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone: Primary _____ Secondary _____

Event Details

Name of Proposed Event: _____

Date of Event: _____

Time of Event: _____ a.m. p.m.

Type of Event: (auction dinner, tournament, etc.) _____

Location of Event: _____

Address: _____

City: _____ State: _____ Zip: _____

Briefly describe your event and how it will raise funds (e.g. ticket sales, pledges, sponsorships, raffles, etc):

How many participants do you expect? _____

Ticket price (if applicable): _____

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Is Event: Open to public By Invitation Only

Has this event taken place before? Yes No If yes, when? _____

If a recurring event, how many years has the event benefited UT Southwestern? _____

Please list any sponsors associated your event (e.g. corporate, media partners, etc.):

Please list all corporations or individuals you plan to solicit for cash or in-kind support (products or services) of \$10,000 or more:

How will your event be publicized/promoted (press releases, flyers, radio/television, printed ads)?

Do you plan to use the UT Southwestern logo on any event materials? Yes No

Do you agree that all printed material, press releases, media promotions (print, radio and TV), social networking (Facebook, Twitter, etc.) messages, signage, advertisements, broadcast emails, event website, and any other form of promotion will be approved in advance by the Office of Development at UT Southwestern, and understand that 14 business days minimum lead time is required for each item submitted for approval?

 Yes No

FINANCIAL INFORMATION

Is your organization a 501(c)(3)? Yes No

Event Budget (Estimates)

Total Funds Raised: \$ _____

Total Expenses: \$ _____

Net Proceeds: \$ _____

Are there other beneficiaries besides UT Southwestern? Yes No

If yes, please list organizations: _____

If applicable, what is the split of the proceeds? _____

Proceeds to UT Southwestern: \$ _____

Please indicate the estimated date funds will be received by UT Southwestern: _____

Remit funds to: UT Southwestern Medical Center, Office of Development, P.O. Box 910888, Dallas, TX 75391-0888

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For valuable consideration, including the consent of the University of Texas Southwestern Medical Center ("UT Southwestern") to use the name and/or logo of UT Southwestern in promotional activities or materials for the event listed in the above application, the undersigned, on behalf of the organization identified below, being authorized to do so, assumes all risks and liabilities associated with the event described above and does hereby agree to release, hold harmless, and indemnify UT Southwestern, its trustees, officers, employees, and representatives from and against any and all claims, damages, liabilities, costs, and expenses, including reasonable attorney's fees arising out of, or which may occur in conjunction with the event, including, without limitation, any personal injuries or damage to property which may occur in conjunction with the event.

The undersigned agrees and expressly represents that UT Southwestern is not a joint venturer with the undersigned organizer in the conduct of the event listed in the above application, that UT Southwestern is not involved in the management, conduct, or sponsorship of the event and that UT Southwestern is merely a charitable beneficiary of all or a portion of the proceeds derived from the event.

I, _____, agree on behalf of the organization I represent that if the above event I wish to coordinate is approved by UT Southwestern, we agree to abide by the Third-Party Guidelines for Beneficiary Special Events set forth by UT Southwestern, a copy of which has been provided to the organization I represent by UT Southwestern. It is also agreed that the funds raised from the above event will be remitted to UT Southwestern within 30 days of the event or within alternative terms mutually agreed upon by both parties in writing.

This agreement may be terminated by either party upon written notice to the other party. This agreement constitutes the entire agreement and understanding between UT Southwestern and the below third-party event organizer with regard to the event described above and no amendment, modification, or waiver of any of the terms or conditions set forth shall be valid unless provided by a written agreement signed by both parties.

Name of Group/Organization

Printed Name of Event Organizer/Authorized Person

Title

Signature of Event Organizer/Authorized Person

Date

**Thank you for your interest in planning and hosting a special event to benefit UT Southwestern!
Return completed, signed application and liability waiver at least 90 days prior to the event date to:**

Mail:

UT Southwestern Medical Center
Office of Development and Alumni Relations
5323 Harry Hines Blvd.
Dallas, TX 75390-9009

Email:

(as PDF attachment)
giving@utsouthwestern.edu

Fax:

(214) 648-4771

Within 14 business days of our receipt of this application, you will receive a letter from the Office of Development and Alumni Relations at the address you provided above stating whether or not the above event has been approved.

If you have questions, please call (214) 648-2344 or email giving@utsouthwestern.edu

FOR INTERNAL USE ONLY:

After careful review and consideration of the above application, this third-party event is:

Approved Declined In consideration pending additional details

Signature of VP for Development & Alumni Relations

Date