



Together, we create life-changing wishes for
children with critical illnesses.

SPECIAL EVENTS HANDBOOK



Thank you for your interest in fundraising
for Make-A-Wish® North Texas.

We are delighted you have chosen us to be the
beneficiary of your upcoming special event. Without the
generous support of friends like you, we would not be
able to carry out our charitable mission:
Together, we create life-changing wishes for
children with critical illnesses.

Because of you, wishes come true!

ABOUT THE MAKE-A-WISH FOUNDATION OF NORTH TEXAS

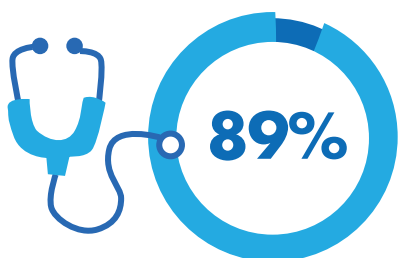
Make-A-Wish North Texas grants the wishes of children with critical illnesses to enrich the human experience with hope, strength and joy. Our goal is to provide children with the hope for better times, the strength for the tough times and the joy to experience the present. We have granted more than 10,000 wishes since our inception in 1982.

Wishes are catalysts for hope – profoundly effective in fueling a child's drive to defy the odds and push toward tomorrow. Research reveals physical and emotional benefits that can give children with critical illnesses a higher chance of survival.

Make-A-Wish North Texas is part of the nation's largest and most well-established wish-granting organization, with chapters and volunteers throughout the U.S. and abroad. We draw on that strength, as well as our vast local network, to make a child's dream a vivid and memorable reality. Every fulfilled wish represents a unique collaboration between wish families, medical professionals, volunteers and donors. Make-A-Wish provides the structure, but it is the child's request that determines what we will do.

For more information visit www.ntx.wish.org.

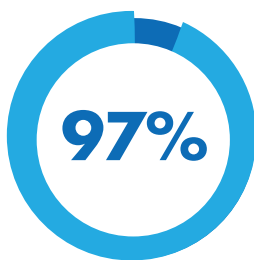
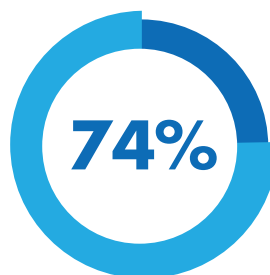
WHY A WISH?



Of health care professionals surveyed say they believe that the wish experience can influence wish kids' physical health.



Of wish parents observed that the wish marked a turning point in their children's response to treatment.



Of wish families observe increases in their wish kids' emotional health.



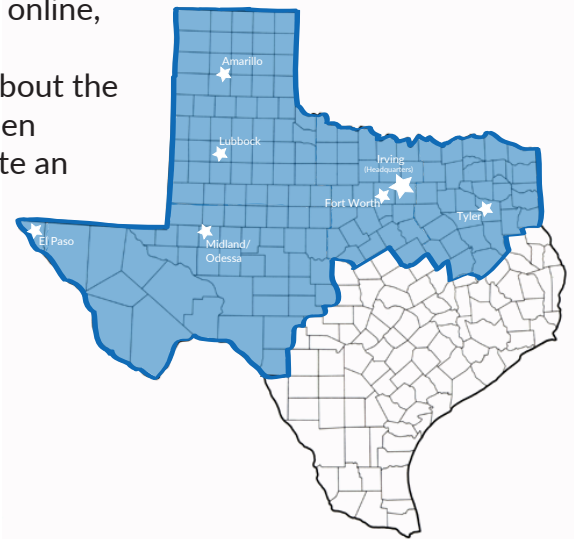
* Make-A-Wish Foundation of America.

"Wish Impact Study Results – Initial Phases: Jan – Dec 2010." March 2011

YOUR MAKE-A-WISH SUPPORT TEAM

Make-A-Wish is excited and very grateful to partner with you on your Special Event! The Make-A-Wish staff is here to help you throughout your planning process; below is an example of some of the support and resources available:

- Wish Your Way - a personal website from which you can request and collect donations from friends, family, colleagues and event supporters. Learn more at ntx.wish.org/ways-to-help.
- Publicity tools and support, including an event posting on our online calendar of events, Make-A-Wish videos and wish stories to share.
- Make-A-Wish products for purchase. To order products online, visit www.makeawishmarketplace.com.
- Opportunity for a Make-A-Wish ambassador to speak about the organization and wish granting. Once your event has been approved, your local Development Officer will coordinate an ambassador, if appropriate. Request must be submitted to the Make-A-Wish office at least 30 days prior to your event.
- Celebrate your fundraising efforts with a Make-A-Wish check presentation.



Make-A-Wish North Texas covers 161 counties in East, West and North Texas.



Zach, 16
leukemia

I wish to have
new uniforms for
my wheelchair
basketball league

BRANDING GUIDELINES

MAKE-A-WISH NAME & LOGO

Like any other corporation – Coca-Cola, McDonald's, Wal-Mart, Target, Ford, etc. – Make-A-Wish North Texas' name and logo are federally registered trademarks, and Make-A-Wish has rules for the proper usage of its trademarks in marketing and publicity efforts. Make-A-Wish's brand is shaped by its mission statement:

Together, we create life-changing wishes for children with critical illnesses.

Thank you for helping raise awareness about the important mission of Make-A-Wish by using the trademarks, including name and logo, in a way that is consistent with the organization's branding standards provided below:

Trademark Guidelines:

- Please note that "Make-A-Wish" is spelled with a capital "A" and hyphens between the words.

Correct: Make-A-Wish **Incorrect:** Make a Wish

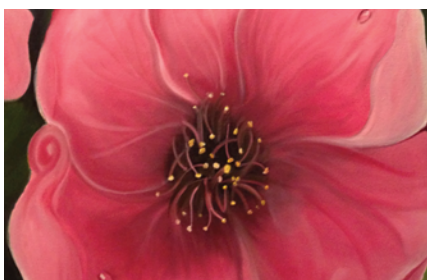
- The logo may not be altered in font, color, configuration or position.
- The superscripted registration ® symbol must appear on the first use of each trademark. (i.e. Make-A-Wish® North Texas, Make-A-Wish®)
- The name should never be altered for a specific event (i.e. "Bake a Wish").
- Contact your Make-A-Wish representative to obtain a high resolution copy of the logo.
Please don't copy and paste the logo from the internet.
- All uses of Make-A-Wish name and marks needs to be approved by the Make-A-Wish office before distribution.

Publicity Guidelines:

Focus on the positive! Make-A-Wish's mission is *Together, we create life-changing wishes for children with critical illnesses*. Never use words like "terminally ill" or "dying," as many, if not most wish kids, do not have a terminal condition. These labels can instill a sense of defeat and can be counterproductive as our wish kids continue to fight to overcome their illnesses.

When in doubt – reach out!

Make-A-Wish is here to help! If you plan to use the Make-A-Wish logo in any public facing documents, please send associated materials to your Make-A-Wish contact prior to distribution. If you have any questions regarding branding rules, please contact your Make-A-Wish representative.



Wish art created by our incredible wish kids.

FUNDRAISING RULES

Please review and initial next to each fundraising rule below.

- Event host agrees to provide Make-A-Wish North Texas with 100% of the net proceeds from the event, along with a written accounting of event revenues and expenses (and supporting documentation for any expenses in excess of \$500), to Make-A-Wish North Texas, within thirty (30) days following completion of the event. Under no circumstances may an individual or corporation keep any portion of the proceeds as profit or compensation for organizing the event. Make-A-Wish North Texas may audit the event revenues and expenses, if necessary. When beneficiary status of an event is to be shared between Make-A-Wish of North Texas and other organizations, the Foundation must have the opportunity to approve beneficiary status for any fundraising initiative or event.
- Make-A-Wish North Texas is a licensed chapter of the Make-A-Wish Foundation of America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Foundation and the swirl-and-star logo (collectively, the “Marks”). If, and only if, this proposal is approved by the Make-A-Wish Foundation, event host will be granted a non-exclusive license to use the Marks in connection with the event, although only within the geographic territory served by our chapter, i.e. (a list of counties is available upon request).
- The term of the license granted hereunder shall be from the date the Make-A-Wish Foundation approves Sponsor’s proposal until the conclusion of the event; provided, however, that the Make-A-Wish Foundation has the right to terminate the license if it determines, in its reasonable discretion, that the event is or will likely be injurious to the Marks. The event organizers must seek approval from the Make-A-Wish Foundation to repeat the event in each succeeding year, and complete a new proposal form.
- The organization sponsoring the event assumes all risks and liabilities associated with the Event and hereby releases and holds harmless the Make-A-Wish Foundation of North Texas and its directors, employees, agents, successors and assigns from and against any and all claims, damages, liabilities, costs and expenses, 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.



- In accordance with standards adopted by the BBB Wise Giving Alliance, event host agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to Make-A-Wish: (a) that Make-A-Wish North Texas is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Make-A-Wish North Texas; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount. If you plan to solicit contributions, sponsorship or in-kind gifts from businesses, the list of potential business sponsors must be reviewed and approved by Make-A-Wish North Texas before being approached in any way. Please remember that many local organizations have long standing history of involvement with Make-A-Wish North Texas.
- Event host agrees to Make-A-Wish that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the event; (c) the event will result in no cost or expense to Make-A-Wish North Texas whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish North Texas harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.
- Nothing in this document shall be construed to authorize event host, or any of its employees or representatives, to act as an agent of Make-A-Wish North Texas. Thus, for example, event host may not open a bank account in the Make-A-Wish name, nor may it endorse or attempt to negotiate any checks made payable to Make-A-Wish North Texas, all of which must be promptly forwarded to Make-A-Wish for processing.
- Event host must provide an anticipated minimum contribution (on Special Events Proposal Form) before the Foundation can move forward with approval. The event should not be solely dependent on the action from our chapter supporters. It is important that the event host take on the responsibility of publicizing the event and confirming participants.
- In naming the event, Make-A-Wish North Texas should not be used in the title but rather listed as the beneficiary of the event. For example, organizers should not refer to the event as the “Make-A-Wish North Texas Golf Tournament.” Instead, it should be promoted as “Golf Tournament to benefit Make-A-Wish North Texas.”

We have read the Special Event Handbook and by signing below, we agree to follow the Fundraising Rules:

Proposed by:

Event Host

Signature

Date

Approved by:

Make-A-Wish North Texas

Signature

Date

SPECIAL EVENT PROPOSAL FORM

Tell Make-A-Wish® more about your special event by completing and submitting the form below to your local Make-A-Wish office. A representative from Make-A-Wish will contact you shortly to discuss your proposed special event and provide you with more information.

This proposal will not become effective until it is approved by the Foundation.

Company/Group: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

EVENT INFORMATION

Event Name: _____

Date and Time: _____

Location: _____

Event Description: _____

Do you plan on publicizing the Event? _____ Yes _____ No

[Note: If "yes" all media must be approved to Make-A-Wish prior to distribution]

How will your Event be publicized? (e.g. press releases, flyers, radio/TV, and printed ads)

Will an admission fee be charged? _____ Yes _____ No If yes, how much? \$ _____

What percentage or amount will the Make-A-Wish Foundation of North Texas receive? _____

REVENUE

Total Expected Revenue: \$ _____

Total Expected Costs: \$ _____

TOTAL EXPECTED NET REVENUE

to Make-A-Wish North Texas: \$ _____

At the end of your event we ask that you send us a detailed summary of all income and expenses.

We are deeply grateful to you for proposing this event to benefit the Make-A-Wish Foundation of North Texas. It's because of caring people like you that we have been able to bring hope, strength and joy to so many courageous children in this area over the years.
Thanks for helping us make wishes come true!

Completed by: _____ Host Signature: _____

Date: _____ Date: _____