

EVENT PROPOSAL

SPECIAL EVENT PROPOSAL AND LICENSE AGREEMENT

The Make-A-Wish Foundation® of Oklahoma ("Make-A-Wish") appreciates your interest in holding a fundraising event to help us grant the wishes of children with life-threatening medical conditions. Please fill out this proposal form and indicate your acceptance of the terms and conditions herein by returning a signed copy to us. If the proposal is approved, we will send you a fully signed copy, at which time your license to use the Make-A-Wish® name and Marks will become effective.

SPONSOR AND EVENT INFORMATION

Event Organizer _____
School, Club, or Organization Name _____
Address _____ City, State, Zip Code _____
Phone _____ E-mail _____ Fax _____
Contact Person _____ Phone _____
Event Name _____ Location _____
Date(s): _____ Time: _____

Briefly describe the Event:

What participation or resources, if any, do you request from Make-A-Wish Oklahoma?

Do you plan on publicizing the event? Yes No

[Note: If "yes," please pay particular attention to paragraphs 4-6 below before signing this proposal.]

Visit this link to submit your event information to be added to our website calendar: oklahoma.wish.org/addmyevent

BUDGET INFORMATION

Will admission fee be charged? Yes No If so, how much? _____

What % or amount of the fee will Make-A-Wish Oklahoma receive? _____

Anticipated total revenues \$ _____ Anticipated total expenses \$ _____

Anticipated total donation to Make-A-Wish Oklahoma: \$ _____

TERMS & CONDITIONS

1. Sponsor agrees to provide Make-A-Wish with all 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), in a form acceptable to Make-A-Wish, within thirty (30) days after the Event. Make-A-Wish may audit the Event revenues and expenses, if necessary.

2. Make-A-Wish Oklahoma is a licensed chapter of the Make-A-Wish America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Oklahoma and the swirl-and-star logo (collectively, the "Marks"). If (and only if) this proposal is approved by Make-A-Wish, Sponsor 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.

3. The term of the license granted hereunder shall be from the date Make-A-Wish approves Sponsor's proposal until the conclusion of the Event; provided, however, that Make-A-Wish Oklahoma 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.

4. Any use of the Marks is subject to the prior written approval of Make-A-Wish Oklahoma. Accordingly, Sponsor agrees to submit to Make-A-Wish for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions Make-A-Wish or contains the Marks.

5. Sponsor understands and agrees that the Marks: (a) may not be altered in any way, nor may they be sublicensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to Make-A-Wish's mission (including phrases like "terminal illnesses," "dying children," "last wishes," etc.). Sponsor further acknowledges that, because its license to use the Marks is limited to the geographic territory served by our chapter, it may not solicit cash or in-kind donations from persons outside such territory, nor may it use the Marks on the Internet and/or in conjunction with any news wire services without Make-A-Wish's prior written approval.

6. In accordance with standards adopted by the BBB Wise Giving Alliance, Sponsor 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 is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Make-A-Wish; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.

7. In order to avoid inadvertently jeopardizing existing relationships between Make-A-Wish and its donors, Sponsor agrees to receive approval from Make-A-Wish before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.

8. Sponsor represents 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 whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.

9. Nothing in this document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of Make-A-Wish. Thus, for example, Sponsor may not open a bank account in Make-A-Wish's name, nor may it endorse or attempt to negotiate any checks made payable to Make-A-Wish, all of which must be promptly forwarded to Make-A-Wish for processing.

WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT MAKE-A-WISH OKLAHOMA. IT IS BECAUSE OF CARING PEOPLE LIKE YOU THAT WE HAVE BEEN ABLE TO CREATE LIFE-CHANGING WISHES FOR CHILDREN WITH CRITICAL ILLNESSES.

Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved by Make-A-Wish Oklahoma, as evidenced by the signature of an authorized Make-A-Wish Oklahoma representative below.

Proposed by:

Print Name

Title

Signature of event organizer

Date

Approved by:

Print Name

Title

Signature of Make-A-Wish Oklahoma staff

Date

BRAND GUIDELINES

OUR NAME

In all event materials, our name must appear as:

“Make-A-Wish® Oklahoma”

The registered trademark symbol should appear with Make-A-Wish® Oklahoma when the chapter name is used in a headline or in the first instance in text.

The words “Make,” “A,” and “Wish” must all be capitalized and separated by hyphens. (Make-A-Wish)

OUR LOGO

Once the paperwork has been approved, we will send you the Make-A-Wish® Oklahoma logo.

The logo must never be used in the title of the event or within a sentence; Make-A-Wish® Oklahoma should be typed. The logo must stand separately.

Any products you develop for your fundraiser which incorporate the Make-A-Wish® Oklahoma logo (such as mugs or t-shirts) must be approved by our office.

FONTS & COLOR

The organization’s preferred fonts are Lato and Droid Serif. Arial or Georgia can be substituted, respectively.



Make-A-Wish Blue

PMS 2935 C

C100 / M52 / Y0 / K0

HEX #0057B8

R0 / G87 / B184

LANGUAGE

Focus on the positive! Please refrain from using terms that are contrary to our mission, such as “terminally ill”, “dying”, or “last wish” when referring to our wish children.

The appropriate expression is “children with critical illnesses.” This is not just the expression we use, but also the accurate and complete description of the population we serve.

Our organization exists to serve these kids and their families and we are always careful to use language that is sensitive to them. Many of the children for whom we have fulfilled wishes have overcome or are on their way to overcoming their medical conditions. We believe in the importance of keeping a positive mindset.

ADVERTISING

The Better Business Bureau Wise Giving Alliance has established standards as to how you must indicate your fundraiser is benefiting Make-A-Wish Oklahoma.

State either:

(_)% of proceeds to benefit Make-A-Wish® Oklahoma

OR

Benefiting Make-A-Wish® Oklahoma

APPROVAL PROCESS

At the end of this packet, you will find the **Special Event Proposal and License Agreement**. Please fill this out and submit it to the Make-A-Wish® Oklahoma office as soon as possible so that it can be reviewed for approval. We will provide a response within 2 weeks of receiving the form and we will call you with any questions and once your fundraiser is approved, you may then use the Make-A-Wish name.

You are not permitted to use the Make-A-Wish® name for any reason until you have received the approval of your Special Event Proposal and Licensing Agreement.

Any information you distribute, publish or send out using any of the Make-A-Wish® Oklahoma Marks, including advertisements, must be reviewed before it goes out.

Please send all print and digital materials as they will appear once distributed for review and approval.

This information can be emailed to your staff contact at Make-A-Wish® Oklahoma.