




Transform lives,
one wish at a time.

*I wish to be
a princess*

Amber, 7
congenital heart disease

**EXTERNAL EVENT GUIDELINES &
LICENSING AGREEMENT**

Make-A-Wish[®]
SOUTHERN NEVADA



*I wish to go to
Hawaii*

Eric, 10
heart transplant



WELCOME

We thank you in advance for considering Make-A-Wish® Southern Nevada as your charity of choice for your fundraising event!

This guide is intended to help you structure a successful fundraiser in compliance with Make-A-Wish Southern Nevada requirements. ***The Special Event Proposal and License Agreement form provided by the chapter must be approved by the chapter before you can begin to use the Make-A-Wish name or logo to raise funds on our behalf.***

Before signing the license agreement, please review the following forms carefully and let us know if you have any questions.

Thank you for inspiring hope,
encouraging strength, and spreading joy!



Let's get started!

Contact Information

Fundraiser Organizer (Company, Group, or Individual) _____

Address _____

Phone _____

Contact Person Name _____

Contact Phone _____

Contact Email _____

Fundraiser Information

Name of event or campaign: _____

Do you and/or your group have experience hosting a similar fundraiser? ☐ Yes ☐ No

How would you describe this fundraiser? ☐ Fundraising Event ☐ Ongoing Opportunity

Fundraising event:

Date/Time _____

Location _____

Ongoing Opportunity:

Start Date _____ End Date _____

Please note: Contracts for ongoing opportunities will be reevaluated after the first three months



About Your Fundraiser

Briefly describe your fundraiser:

Is this fundraiser open to the public, or is it a private event?

Public

Private

Who are your intended audience/participants?

Budget Information

Estimated Gross Revenue _____

Estimated Expenses _____

Estimated Net Proceeds _____

Estimated Donation to Make-A-Wish® _____

Southern Nevada

How will funds be raised? Please check all boxes below that apply:

Sponsorships

Ticket Sales

Silent Auction

Live Auction

Raffle

Sale of goods/services

General Donations

Other (please describe)



Marketing and Promotion

Do you plan on promoting your fundraiser? ☐ Yes ☐ No

If "Yes," we look forward to partnering with you as you spread the word about your fundraiser. Please keep in mind that ALL materials using the Make-A-Wish® name and/or logo MUST be approved by Make-A-Wish Southern Nevada's Development Team PRIOR to distribution.

How do you plan to promote the fundraiser? Please check all boxes below that apply:

- ☐ Social Media ☐ Radio ☐ TV ☐ Website ☐ Eblasts/Emails
☐ Flyers/posters ☐ Print/Newsletter ☐ Other (please describe)
-

If you have a personal connection to someone in local media, we would love to meet them! Please introduce your contact to our Make-A-Wish Communications team. Under no circumstance should fundraising partners reach out to local media (TV, Radio, or news publications). Doing so can jeopardize this chapter's good standings with local media and ultimately impact the Make-A-Wish mission.

**Please note that promotion of your fundraiser by Make-A-Wish is not guaranteed. All requests for promotion are reviewed on a case-by-case basis as determined by the nature of your fundraiser, intended audience/participants, and timing with consideration to the Make-A-Wish Southern Nevada marketing schedule.*



These guidelines exist to protect our Make-A-Wish brand and the children we serve. Failure to abide by these guidelines may result in the revocation of your licensing agreement and your right to use the Make-A-Wish name in fundraising efforts.

Make-A-Wish® Fundraising Guidelines

We are fortunate and thankful that you have chosen us as your beneficiary for your fundraiser!
To ensure that everything runs smoothly, we have a few simple procedures we request that you follow:

Media and Marketing Policies

your organization with the Make-A-Wish Southern Nevada logo or name need to be approved by the Make-A-Wish Southern Nevada staff prior to printing.

Please keep in mind that under no circumstance should **fundraising** partners reach out to local media (TV, Radio, or news publications). If you have a personal connection to someone in local media, please introduce them to our Make-A-Wish Communications team

Please make sure the proper capitalization and hyphens are used when writing our chapter name. For example,

correct: Make-A-Wish® Southern Nevada

incorrect: make a wish southern nevada

Make A Wish Southern Nevada

4 5pL, n, B, , Bp, SL%LA >By /) 3A YL, , E psL

5. Please do **not** download any logos or photos of wish children off of the "L~L". If you need these, please contact your Make-A-Wish Southern Nevada representative and they will send you approved files.

6 "~, , "s-nLCL~s") >yL : SpSouthern Nevada %p YH~, "AL\$..LHas the host/organizer of the event, but rather as the beneficiary of the event. For example, organizers should **not** refer to the event as "Make-A-Wish Golf Tournament." Instead it should be promoted as **"Golf Tournament benefiting Make-A-Wish® Southern Nevada"**

Adopt-A-Wish®

For donations equaling \$10,000 or more, you may qualify to participate in our Adopt-A-Wish program. The Adopt-A-Wish designation is a way to acknowledge a gift, however gifts are not treated as restricted gifts for accounting purposes. Once a minimum of \$10,000 donation is received, our chapter will work with you to identify a recently completed wish that you would like to symbolically adopt. In return, you will receive an Adopt-A-Wish frame as recognition of the donation. Names of adopted wishes are not provided until after the funds are received. Wish children are not required to meet their donors. Wishes do not cost exactly \$10,000 each – this amount is an average cost of cash expenses involved in our wishes.

Tax Deductions and

Thank-You Acknowledgments

External events ideally consist of one proceeds check made out to Make-A-Wish Southern Nevada from the event organizer. Tax deductibility for the organizer depends on several factors as defined by the Internal Revenue Service. We recommend consulting a tax professional.

Goods or services donated to the external event organizer on behalf of Make-A-Wish Southern Nevada may or may not be tax-deductible. We encourage you to talk to your tax professional for deductibility advice.

If the event organizer should choose to have attendees or participants make individual donations (cash, check or credit card) directly to Make-A-Wish Southern Nevada, then Make-A-Wish can issue tax receipts only with written documentation from the organizer that no goods or services were provided to the attendees in exchange for the donation.

If the external event organizer chooses to charge an entrance/registration fee in exchange for goods or services, it is the event organizer's responsibility to provide attendees with the value per person of goods/services received (regardless of whether purchased or donated) for attendees' tax deductibility reporting.

The chapter does not provide tax advice. Donors and third-party participants should contact their personal tax representatives for guidance. Make-A-Wish Southern Nevada can supply an External Event Donation Letter for event organizers to utilize for their donors' tax and record needs.

Terms and Conditions

1. Sponsor agrees to provide Make-A-Wish Southern Nevada 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 Southern Nevada, within thirty(30) days after the event. Make-A-Wish Southern Nevada may audit the event revenues and expenses, if necessary.
2. Make-A-Wish Southern Nevada 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 Foundation and the swirl-and-star logo (collectively, the “Marks”). If (and only if) this proposal is approved by Make-A-Wish Southern Nevada, 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 Southern Nevada approves Sponsor's proposal until the conclusion of the event; provided, however, that Make-A-Wish Southern Nevada 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 Southern Nevada. Accordingly, Sponsor agrees to submit to Make-A-Wish Southern Nevada for approval – prior to the production, distribution, broadcast, or publication thereof–all printed materials, and advertising relating to the event that mentions Make-A-Wish Southern Nevada 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 Southern Nevada is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Make-A-Wish Southern Nevada ; (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 Southern Nevada and its donors, Sponsor agrees to receive approval from Make-A-Wish Southern Nevada 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 Southern Nevada 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 Southern Nevada whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish Southern Nevada 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 Southern Nevada . 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 Southern Nevada , all of which must be promptly forwarded to Make-A-Wish Southern Nevada for processing.
10. Make-A-Wish Southern Nevada may request proof of liability insurance in some instances.

Terms and Conditions

INITIALS REQUIRED

_____ I have reviewed, understand and agree to the **Media and Marketing** policies on page seven (7).

_____ I have reviewed, understand and agree to the **Adopt-A-Wish®** policies on page seven (7).

_____ I have reviewed, understand and agree to the **Tax Deductions and Thank-You Acknowledgments** policies on page seven (7).

_____ I have reviewed, understand and agree to the **Terms and Conditions** on page eight (8).

_____ I have completed this form to the best of my knowledge and agree to notify Make-A-Wish Southern Nevada if there are any changes to the information presented in this proposal.

_____ Review for Risk: I understand that external events and promotions are NOT covered by the Make-A-Wish® Southern Nevada insurance policy. I have reviewed our insurance and have determined that our insurance is adequate for this event.

PROPOSED BY:

Signature of Authorized Event Sponsor

Print Name

Title

Date

APPROVED BY:

Signature of Make-A-Wish® Southern Nevada Representative

Print Name

Title

Date

Make-A-Wish Southern Nevada

9950 Covington Cross Drive
Las Vegas , NV 89144
702.212.9474



MAKE-A-WISH NAME, LOGO AND USAGE

Like any other corporation – Coca-Cola, McDonald's, Wal-Mart, Target, Ford, etc. – Make-A-Wish Southern Nevada's 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. The Make-A-Wish 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 has 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 next to each trademark.
- Avoid making Make-A-Wish possessive (correct "the Make-A-Wish message" vs. incorrect "Make-A-Wish's message").
- The name and logo should never be altered for a specific event (i.e., "Bake-A-Wish").
- There are three appropriate colors that may be used to display the logo: Black / White / Pantone® 293 Blue
- Contact Meghan Cordeiro at meghanc@snv.wish.org to obtain a high-resolution copy of the logo. Please don't copy and paste the logo from the Internet.

PRIORITY GUIDELINES:

Focus on the positive! When talking about Make-A-Wish, please do not use words such as "terminally ill" or "dying," as many 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 Southern Nevada 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 or guidelines, please contact Meghan Cordeiro at meghanc@snv.wish.org or 702-932-2805.

**THANK YOU FOR HELPING TO
MAKE WISHES COME TRUE!**

