

# FY25 External Event Proposal & License Agreement



Make-A-Wish® Orange County & the Inland Empire (“Make-A-Wish”) appreciates your interest in holding a fundraising event/campaign to help us grant the wishes of children with critical illnesses. Please fill out this proposal form and indicate your acceptance of the terms and conditions herein by returning a signed copy to us. A representative from Make-A-Wish will contact you shortly to discuss your event.

## Event/Campaign and Contact Information:

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

<p><b>This fundraiser is:</b></p> <p><i>*choose one</i></p>	<p><b>One-Time Event/Campaign</b></p> <p>Event Date:</p> <p>Event Time:</p> <p>Event Venue:</p>
	<p><b>Annual Event/Campaign</b></p> <p>Current year information:</p> <p>Event Date:</p> <p>Event Time:</p> <p>Event Venue:</p>
	<p><b>Ongoing opportunity</b></p> <p>Please note: Contracts for ongoing events/campaign will be made on a <b>six- month</b> basis. After the first six months, the program will be evaluated again, and a new contract will be created.</p> <p>Start Date:</p> <p>End Date:</p>

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<p><b>Please describe your fundraiser:</b> <i>(include as much detail as possible)</i></p>	
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**Do you plan on publicizing the Event/Campaign?**    Yes    No

*Note: If "yes," all media must be approved by Make-A-Wish prior to distribution.*

<p><b>How will your event be publicized?</b></p>	
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*Fill out the section below (A, B, & C) that pertains to the TYPE of fundraising activity you are proposing*

**A) Event Information** (Party/Golf Tournament/etc.)

<p>Is this event open to the public, or is it private (company/school or personal)?   <input type="checkbox"/> Public   <input type="checkbox"/> Private</p>
<p>Who are your intended audience/participants?</p>
<p>Will an admission fee be charged?   <input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
<p>If yes, how much?</p>
<p>What is your anticipated attendance?</p>
<p>Have you had experience doing this type of event previously?   <input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
<p>Will you be soliciting sponsorships?   <input type="checkbox"/> Yes   <input type="checkbox"/> No</p>

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<p>Will you be soliciting prizes or auction items? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Do you expect people outside of Orange, Riverside or San Bernardino Counties to become involved in the event as participants, sponsors, donors, vendors, or media? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>If answered yes, please explain:</p>

**B) Cause Marketing Campaign (% or \$ of sales)**

<p>What is the % of sales that will be going to Make-A-Wish Orange County and the Inland Empire?</p>	<p><input type="checkbox"/> Round Up  <input type="checkbox"/> Sip &amp; Shop  <input type="checkbox"/> % Sales  <input type="checkbox"/> \$ per Purchase or Special Merchandise/Menu Item</p>
<p>How often will you submit proceeds to Make-A-Wish Orange County and the Inland Empire?</p>	<p><input type="checkbox"/> Monthly  <input type="checkbox"/> Quarterly  <input type="checkbox"/> At the end of the contract</p>

**C) Other (please describe)**

**Budget Information**

What % or amount of the proceeds will Make-A-Wish receive? \_\_\_\_\_

Will the Event/Campaign generate other types of revenue?  Yes  No

*If yes, what % or amount of that revenue will Make-A-Wish Orange County and the Inland Empire receive?*

Anticipated total revenue: \$ \_\_\_\_\_

Anticipated total expenses: \$ \_\_\_\_\_

Anticipated total donation to Make-A-Wish OCIE: \$ \_\_\_\_\_

### TERMS AND CONDITIONS

1. Sponsor agrees to provide Make-A-Wish Orange County and the Inland Empire with all of the net proceeds from the Event or Campaign, along with a written accounting of Event/Campaign 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 or Campaign revenues and expenses, if necessary.
2. Make-A-Wish OCIE is a licensed chapter of 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, 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, i.e., Orange, Riverside and San Bernardino Counties. Promotional materials must be approved by MAWOCIE in advance of use.
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 or Campaign; provided, however, that Make-A-Wish has the right to terminate the license if it determines, in its reasonable discretion that the Event or Campaign is or will likely be injurious to the Marks.
4. Any use of the Make-A-Wish Marks is subject to the prior written approval of Make-A-Wish. 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 or Campaign 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 or Campaign 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 or Campaign.
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/Campaign; (c) the Event/Campaign 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/Campaign.
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.

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### PLEASE REVIEW AND INITIAL THE FOLLOWING POLICIES:

- \_\_\_\_\_ I understand and agree to the above terms and conditions for holding a fundraising event to benefit Make-A-Wish Orange County and the Inland Empire.
- \_\_\_\_\_ I understand and agree that Make-A-Wish Orange County & the Inland Empire has a \$1,000 minimum net proceeds guarantee on all third-party events.
- \_\_\_\_\_ I understand and agree to use the Make-A-Wish name and/or marks (logo) only as specified by Make-A-Wish policies and agree to submit all collateral and artwork for approval before publishing.
- \_\_\_\_\_ I agree to submit all the proceeds of the event within 30 days of the close of the event. Checks made payable to Make-A-Wish Orange County and the Inland Empire
- \_\_\_\_\_ Review for Risk: I understand that external events are NOT covered by the Make-A-Wish insurance policy. I have reviewed our insurance and have determined that our insurance is adequate for this event. In particular, I have considered the issues below.
- |   |  |
|---|--|
| <input type="checkbox"/> alcohol and drugs                          | <input type="checkbox"/> food and water safety     |
| <input type="checkbox"/> crowds                                     | <input type="checkbox"/> outdoor event concerns    |
| <input type="checkbox"/> fire safety and emergency medical services | <input type="checkbox"/> automobile transportation |

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

#### PROPOSED BY:

\_\_\_\_\_  
Signature of authorized representative  
of Sponsor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

#### APPROVED BY:

\_\_\_\_\_  
Signature of authorized representative  
of Make-A-Wish Orange County & the Inland Empire

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

*Thank you for your event proposal and interest in supporting Make-A-Wish Orange County & the Inland Empire. Together, we will achieve our vision of granting the wish of every eligible child.*

#### **Submit donation to:**

Make-A-Wish Orange County and the Inland Empire  
3230 El Camino Real Suite 100  
Irvine, CA 92602  
Tax ID: 33-0036556