



Third Party Event Information and Guidelines

Thank you for your interest in supporting the Bronson Health Foundation (BHF), the fundraising arm of the Bronson Healthcare system. We are grateful to be the recipient of donations from fundraising initiatives that are consistent with our mission, vision, and values. The impact of gifts from community fundraisers can be seen and felt through the system, we are grateful for your interest.

Please read through the entire document prior to submitting your event application. It is ideal to submit your application at least 5 weeks prior to the event.

Organizer Responsibilities

As the event organizer, we ask that you handle all the logistics and acquire any necessary venue, sponsors, publicity, prizes, entertainment and volunteers that are necessary for a successful event, including its fundraising aspects.

Approval Process

At the end of this form, you will find BHF's expectations of the event. Your submission will be reviewed by the organization. BHF will review your submission and call you if there are any questions to help revise any areas that are not in compliance with our standards.

Once your fundraiser is approved, you may then use the Bronson Health Foundation name in accordance with the terms of the Agreement and the guidelines herein. You can expect a response within five business days of receipt of the Agreement by the BHF staff.



EVENT GUIDELINES

Alcohol: According to Michigan law, if you wish to dispense alcohol at your event, you must hire a licensed alcoholic beverage bartender. All required licenses and/or permits must be obtained by the event organizer. More information can be found at www.michigan.gov/dleg.

Disclosing your Donation: The Bronson Health Foundation asks that you clearly disclose how Bronson Health Foundation benefits from the event. Additionally, this provides clear intent to all of your guests or attendees.

Donation Type	Sample Language
100% of funds collected will be donated to the Bronson Health Foundation.	"100% of ticket sales/registration fees/purchase price benefits the Bronson Health Foundation"
If all money minus your expenses on the event will be donated to Bronson Health Foundation, state the minimum portion or percentage of the amount charged that will benefit the foundation.	"A minimum of \$__ from every ticket sold will benefit the Bronson Health Foundation" "Eighty percent of ticket sales will benefit the Bronson Health Foundation"
If a specific dollar amount in the purchase of a product is going to the organization, state the dollar amount.	"For every __ we sell on __./ \$100 will go to the Bronson Health Foundation.

Event Support:

The Bronson Health Foundation can help with the following:

- Answer general event planning questions.
- Provide a letter of authorization to validate the authenticity of the event.
- Provide tax receipts to donors **who make checks payable to the "Bronson Health Foundation."**
- Promote your event on our website calendar of Third Party Events.
- Provide you with the Bronson Health Foundation and Bronson Health logo and information about how to properly use them.
- Acknowledge your event on Bronson Health Foundation's social media platforms.



The Bronson Health Foundation is the grateful recipient of funds raised by your event. Please note that we are unable to help with the following:

- Provide tax receipts to donors who make gifts that are not payable to the Bronson Health Foundation.
- Provide reimbursement for any of your event expenses exceeding event revenue.
- Provide contact information and/or mailing lists for corporate sponsors, donors, and supporters for solicitation purposes.
- Provide volunteers to be at the event.
- Sell tickets for your event.

Logos/Naming:

- Bronson Health Foundation, Bronson Healthcare, Bronson Children’s Hospital and their respective logos are registered trademarks and cannot legally be reproduced without permission from the Bronson Health Foundation.
- Please do not use logos found on the Internet.
- As you are planning, please contact our team for permission and to ensure proper language and logo usage.
- Please do not use “Bronson Health Foundation, Bronson Healthcare, Bronson Children’s Hospital” in the title of your event.
- Please do not alter any of the logos.
- All promotional materials must be approved by BHF staff contact prior to use if the Bronson name or logo is included.

Proceed Intent: If you would like to designate your donation to a specific fund of the Bronson Health Foundation, please indicate that on the giving form accompanying your donation. If you do not indicate a specific area of Bronson, your donation will be directed to Bronson’s Greatest Needs.

Raffles: Due to the gaming laws in the State of Michigan, we cannot obtain a raffle license on your behalf. An auction is an available alternative.

Soliciting Donors or Sponsors: The Bronson Health Foundation asks that if you plan to solicit any major business or sports team to consult with your BHF staff contact before soliciting.

Staff Attendance: Due to the amount of requests and to respect the schedules of our staff, we cannot guarantee a staff member or Bronson representative will be able to attend your event.

Submitting your Donation: We ask that the event planner submits funds to the Bronson Health Foundation within 30 days of the conclusion of their event. If you have received checks from a donor, we ask that those be submitted as soon as possible.