Third-Party Event Program to Support CWRU School of Medicine

What is a Third-Party Event?

Third-party fundraising opportunities are a great way to raise substantial donations for Case Western Reserve University School of Medicine through events. Because of these events, we are able to broaden our reach geographically and have supporters fundraising in communities beyond the CWRU campus.

Why are Third-Party Events Important?

Third-party fundraising opportunities allow the School of Medicine to advance education and research on our campus. These contributions motivate our students, inspire our faculty and hearten our entire university community.

The proceeds from these events can benefit the School of Medicine in general, or one of its 50 departments or 30 centers and institutes.

What is an Example of a Third-Party Event?

Typically, we offer three areas of focus for our third-party event program: Challenge Events, Community Events and Personal Campaigns.

1. **Challenge Events:** These turn existing high-profile events like marathons, triathlons, walks and cycling races into fundraisers for the School of Medicine. For example, when one of our supporters runs the Cleveland Rite Aid Marathon, their participation can become a fundraising opportunity for the School of Medicine.

2. **Community Events:** These are ticketed and registration-based events hosted by a supporter to benefit the School of Medicine. Whether a locally-exclusive walk, a ticketed wine tasting or an organized event in a city beyond Cleveland.

3. **Personal Campaigns:** These give any individual the power to creatively fundraise for the School of Medicine their own way and on their own time.

Who Do I Contact to Host a Third-Party Event?

Contact Jamie Jones, Senior Director of Strategic Events, and submit a Third-Party Fundraiser Proposal form by email to: Jamie.Jones@case.edu at least 90 days prior to the proposed event. Once approved, you will receive a Third-Party Fundraising Agreement. After it is signed by both parties and returned to the Strategic Events Office, you are ready to start promoting your event!

How Does the School of Medicine Help with Third-Party Events?

There are limits of how the School of Medicine can help but we want to make your event a success. The following are some of the things we can offer:

1. Limited Volunteers
2. Recommendations on the planning process
3. Registration website access
4. Promotion through the School of Medicine Strategic Events website, Facebook Page, Twitter and Instagram accounts (individual social media pages and website created outside the university only with express permission from the School of Medicine)
5. School of Medicine, Institute and Department marketing materials
6. A representative from the School of Medicine to speak at the event

The event sponsor is responsible for all details of the event including*:

1. Underwriting all of the related costs
2. Printing of all materials (all materials must be approved by the School of Medicine)
3. Creating flyers to publicize the event (all flyers must be approved by the School of Medicine)
4. Posting within social media event pages (admin access to the social media event page will be granted)
5. Working the actual event

*A complete list of sponsors guidelines and responsibilities can be found in the Third-Party Fundraising Agreement.

Third-Party Fundraising Agreement

SCHOOL OF MEDICINE
CASE WESTERN RESERVE UNIVERSITY

Third-Party Event General Guidelines (please read and agree by signing below)

1. Organizers and fundraisers must reflect positively on the School of Medicine mission. The School of Medicine reserves the right to decline any fundraising proposal that is not in line with its mission.
2. Organizers must sign a Third-Party Fundraising Agreement.
3. Any promotion of the event must avoid statements or appearance of CWRU endorsing any product, firm, organization, individual or service.
4. The School of Medicine must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution.
5. The School of Medicine will create an event page if appropriate. Such websites and social media pages will be housed within those already created through the School of Medicine. Organizers cannot create websites or social media pages advertising the event without express permission from the School of Medicine.
6. The School of Medicine is not a sponsor of third-party events but should be listed as a "beneficiary" on all promotional materials.
7. Organizers must use only approved School of Medicine logos.
8. The School of Medicine should review a list of targeted sponsors for the event before they are approached in order to minimize overlap with other School of Medicine events.
9. Organizers are responsible for all vendor agreements, contracts, insurance and necessary permits for the event.
10. The School of Medicine will not assume any legal or financial liability for a third-party event.
11. Third-party event revenue and expenses will not run through the School of Medicine. Only the final net proceeds from the event are to be processed by the School of Medicine.
12. The School of Medicine should receive a complete accounting of all funds collected and expenses related to the event, we can provide a template for you.
13. The School of Medicine should receive an attendee and donor database with contact information and will provide a template to organizers if requested.
14. The School of Medicine should receive all revenue within 30 days of the event.
15. The School of Medicine will provide in-kind tax receipts for your personal expenses to execute the event, accompanied by receipts.
16. Donations made directly to the third-party event can be used to cover expenses, but are not tax deductible.
17. A donation solicited on behalf of the School of Medicine is fully tax deductible only when it is made directly and entirely to the School of Medicine. Donors wishing to receive a tax receipt should provide their donation via check (memo School of Medicine and name of event).
18. *The School of Medicine is not liable for the promotion and/or staging of third-party events.*
19. *The School of Medicine reserves the right to cancel the event at any time and will not incur any liability for such a cancellation.*

We are deeply grateful for your event to benefit the Case Western Reserve University School of Medicine. It is because of supporters like you that we are able to think beyond the possible and enhance human health as a leader and innovator in the fields of medical education and biomedical research.

Proposed By:

_____
Signature of authorized sponsor representative

_____
Print Name

_____
Title

_____
Date

Approved By:

_____
Signature of authorized School of Medicine representative

_____
Print Name

_____
Title

_____
Date

Third-Party Fundraiser Proposal Form

Thank you for volunteering to raise funds for the Case Western Reserve University School of Medicine!

Sponsor Information

Sponsoring Organization(s) Name:

Address:

City, State, ZIP:

Phone:	**Email:**

Website URL (if available):

Contact Information

Contact Name:

Contact Organization (if different than above):

Address:

City, State, ZIP:

Phone:	**Email:**

Event Information

Name of Event:

Location of Event (with address if available:

Description of Event:

Date/Time/Duration:

Other Pertinent Information: