



Third Party Event Guidelines

Thank you for your interest in raising money for United Cerebral Palsy. Please review the following guidelines to ensure that your fundraising event is eligible for approval by UCP.

Use of the UCP Name & Logo

UCP retains full and complete control and authority over the use of its name and logo at all times. Approved and sanctioned third party events may use the UCP name and logo only on receipt of written confirmation of their selection. Use of the name/logo must be communicated and coordinated through the UCP national office and any use must be consistent with UCP's mission, public image and marketing protocols. Further, the UCP logo is a registered trademark and may not be reproduced without written permission; all materials that include the UCP logo must be submitted for review and written approval prior to publication.

Event Communications

UCP must review and approve any press releases, media alerts, invitations, flyers, letters or other public communications including any electronic communications prior to publication or dissemination. All materials must clearly state that the event is raising funds that will benefit UCP. Furthermore, third party fundraiser must follow UCP's language when describing or talking on how their event will help people with disabilities. Please see below for a few examples of language UCP approves:

- > "UCP educates, advocates and provides support services to ensure a life without limits for people with a range of disabilities and their families."
- > "There is currently no cure for CP; however there are different treatment options for people who have it. These options include therapy, medications, surgery, education and support."
- > "There is no one therapy that works for every child who has cerebral palsy. A team of health care professionals can help identify specific needs and then develop a treatment plan to help improve your child's quality of life."
- > "Although CP cannot be cured, treatment will often improve a child's capabilities. Many children with CP go on to enjoy near normal adult lives if their disabilities are properly managed."

Compliance with Local, State, and Federal Law

All third party events must adhere to all applicable local, state and federal laws and it is the sole responsibility of the event organizers to secure all necessary licenses, permits and certifications. If alcoholic beverages are to be served, it is the sole responsibility of the third party organizer to ensure that all appropriate laws and regulations related to alcoholic beverage service and/or sales are followed and met. Any event at which alcoholic beverages will be served must include a detailed description of how this service will be provided and monitored and what safeguards the third party event organizer will put in place to prevent over-consumption, under-age consumption and alternative transportation as part of the application process.



Relationship between UCP and the Event Coordinator

Third party event producers are solely responsible for the planning and execution of the event, including all planning meeting(s), set up, staffing (volunteers and event organizers), equipment, operation and liability. Based on schedules and availability, UCP representatives may be able to attend events if requested, however this is not guaranteed.

UCP believes that third party fundraising is a great tool to help and engage the community; however, fundraising on UCP's behalf does **not** fulfill any court-ordered community service or hours. UCP reserves the right to suspend or terminate its relationship with any third party organizer at any time and in its sole discretion if it believes that the event or its association with any party affiliated with the event could have a negative effect on the image of UCP.

Other Guidelines

- UCP must be the **sole beneficiary** of any approved and sanctioned third party event.
- UCP will provide- where appropriate- **identification and promotion** of the third party event on its Web site and in its newsletters and announcements. UCP may provide a link from its Web site to the event/organization's Web site.
- No product, service, firm, organization or company can receive any type of **endorsement or recommendation** from UCP at any time.
- UCP will not solicit, identify or contact **sponsors or potential sponsors** for any third party event; UCP does not provide any donor or volunteer contact information. UCP qualifies as a charitable organization as defined by the Internal Revenue Code Section 501(c)(3); therefore any contributions made to UCP may qualify for applicable charitable contribution deductions. However, UCP is only able to acknowledge donations that are made payable directly to UCP via check or credit card. UCP **cannot acknowledge individual cash donations** made through an event organizer.
- Funds must be received by UCP within **forty-five (45) days** of the conclusion of the event.
- UCP will not accept any **financial liability** for any aspect of a third party event. Further, UCP will not stake or advance funds nor will it guarantee funds in any instance.
- UCP reserves the right to **cancel its support** of any third party event at any time and for any reason; UCP, its directors, officers, employees and volunteers, shall be released from any liability related to such cancellation. Further, the third party event organizer shall agree to indemnify and hold harmless UCP, its directors, officers, employees and volunteers from any and all claims and liabilities in any way related to the event.



I have read and I accept UCP Third Party Event Guidelines.

Print Full Name _____

Signature: _____

Date _____