



**Agreement for Third Party Special Event/Promotional Campaign
To benefit Royal Columbian Hospital Foundation**

- 1. _____, the **SPONSOR**, agrees to produce a special event/promotional campaign on _____, to benefit Royal Columbian Hospital Foundation.
- 2. The special event/promotional campaign shall be described and referred to publicly as follows:
- 3. The **SPONSOR** agrees to submit all copy for advertisements, point of purchase materials and other special event/promotional campaign-related promotional information to Royal Columbian Hospital Foundation and obtain the Foundation's written permission before production or use. The Foundation expressly reserves the right to final approval on all Royal Columbian Hospital promotional materials.
- 4. The **SPONSOR** agrees to use only the authorized name and official logo of the Royal Columbian Hospital Foundation on all media and print materials relating to the special event/promotional campaign.
- 5. The **SPONSOR** agrees to underwrite all costs of the special event/promotional campaign or to secure such underwriting. **NO COST OR LIABILITY** associated with this special event/promotional campaign shall be incurred by Royal Columbian Hospital Foundation.
- 6. The **SPONSOR** will obtain all necessary permits, licences or insurance.
- 7. Royal Columbian Hospital Foundation agrees to provide the **SPONSOR** with recognition commensurate with levels of giving as set forth in the Donor Recognition Policy.
- 8. The **SPONSOR** agrees to handle all monetary transactions for the special event/promotional campaign and to present the net proceeds to Royal Columbian Hospital Foundation within 30 days following the special event/promotional campaign.
- 9. The **SPONSOR** agrees to provide all staffing and volunteers for the special event/promotional campaign.
- 10. The **SPONSOR** agrees to use its own mailing list for the special event/promotional campaign.
- 11. The **SPONSOR** agrees to follow Royal Columbian Hospital Foundation's receipting policies that adhere to the Canada Revenue Agency regulations.

Signed: _____ Date: _____
(Sponsoring Organization)

Signed: _____ Date: _____
(Royal Columbia Hospital Foundation)

Royal Columbian Hospital Foundation reserves the right at any time to withdraw the use of its name and logo.



Application Form for Independent Special Event/Promotional Campaign to benefit Royal Columbian Hospital Foundation

Thank you for your interest in fundraising for Royal Columbian Hospital. If you or your organization wish to produce a special event/promotional campaign to benefit Royal Columbian Hospital, you must submit a completed Application and Agreement to:

Royal Columbian Hospital Foundation
330 E. Columbia Street, New Westminster, B.C. V3L 3M2
or by Fax: 604 520 4439

Date of application: _____

Name of Special Event/Promotional Campaign: _____

Producing Organization:

Contact Person: _____ Title: _____

Address: _____

Home Phone: _____ Business phone: _____

Email: _____ Website: (if applicable) _____

General Information

Please check (☑) the category that best describes your organization:

- industrial commercial retail/wholesale service non-profit
- other (please specify) _____

Briefly describe the proposed special event/promotional campaign:



Date(s) of special event/promotional campaign: _____

Target market (ie: family/friends, customers, employees): _____

Promotion/publicity plan:

Please describe your proposed publicity plan:

Will your publicity be handled by a professional publicist or agency? ___yes ___no

If yes, please list the agency _____

Will materials such as flyers and/or posters be created to promote this special event/promotional campaign?

___ yes ___ no. If yes, please indicate the extent of distribution and dates of release:

Does your organization intend to use the name and logo of Royal Columbian Hospital Foundation on your printed materials and in your publicity? ___yes ___no

(Royal Columbian Hospital Foundation must pre-authorize the use of its name & logo in all media and printed materials related to the special event/promotional campaign)

Financial Information

Proposed Budget: no cost or liability associated with this special event/promotional campaign shall be incurred by Royal Columbian Hospital Foundation.

1. TOTAL EXPECTED INCOME \$ _____

(e.g. donations, auction, ticket sales, food & beverage sales, etc)



2. EXPENSES:

Location/Facility: \$ _____
 Food/Beverage: \$ _____
 Printing (tickets, posters): \$ _____
 Advertising: \$ _____
 Others: \$ _____

TOTAL ESTIMATED EXPENSES: \$ _____

3. EXPECTED REVENUE TO Royal Columbian Hospital Foundation: \$ _____

To keep administrative costs at a minimum, we ask that money submitted to the Foundation be within 30 days of the special event/promotional campaign and in the form of one cheque along with a letter outlining the special event/promotional campaign and any other pertinent information.

Please let us know if you would like to arrange a formal cheque presentation.

Request for Support

What support or assistance do you expect from the Royal Columbian Hospital Foundation?
 Sponsoring organizations must provide their own staff & volunteers.

- promotion on Royal Columbian Hospital Foundation website: _____
- printed materials relating to Royal Columbian Hospital/Royal Columbian Hospital Foundation.
 Quantity required: _____
- camera-ready copy or logo. Provide details: _____
- guest speaker. Suggested topic: _____
- tour of the hospital. Date & # of guests: _____
- other (please specify): _____

Note: All fundraising activities to benefit Royal Columbian Hospital must be approved by the Royal Columbian Hospital Foundation. We are most grateful for your support. Once your special event/promotional campaign has been approved, a signed copy of the attached Agreement will be forwarded to the applicant. If you have any questions regarding this Application or the Agreement, please contact the Royal Columbian Hospital Foundation Office at 604.520.4438.

For RCH Foundation Use Only

Date Approved: _____ By: _____

Date Copy Sent: _____