



Special Event Application Form

The Make-A-Wish Foundation of Philadelphia & Susquehanna Valley (“Make-A-Wish”) appreciates your interest in holding a fund-raising event to help us grant the wishes of children with life-threatening medical conditions. Please fill out this proposal form and confirm you will follow our Special Event Policies and Procedures. You will be contacted by a staff member of Make-A-Wish, who will confirm with you the details of your event and how Make-A-Wish can help to make your event a success. Please note that until your event has been approved in writing by Make-A-Wish, you may not begin to promote your event or use the Make-A-Wish name. Again, thank you for your interest in Make-A-Wish.

Sponsor: _____

Event Title: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Name of contact person: _____ Phone: _____

Date and location of Special Event: _____

Briefly describe the Special Event: _____

What special services can we provide to help make your event a success: _____

Do you plan on publicizing the Event? Yes No [If you plan on publicizing the event, we ask that you please make sure to review carefully and adhere to our requirements for the use of the Make-A-Wish name and trademarks. We also ask that you consult with our Special Event Liaison to coordinate appropriate publicity for your event.]

Will there be an admission fee? Yes No (Amount: \$ _____)

Do you anticipate that the event will generate other types of revenue? Yes No (Amount: \$ _____)

Anticipated total revenue: \$ _____

Anticipated total expenses: \$ _____

Anticipated total donation to Make-A-Wish: \$ _____

Event Sponsor agrees to accept and abide by the Make-A-Wish Special Event Policies and Procedures included in the Hosting a Special Event Brochure.

Agreed and accepted: _____

Event Sponsor

Date

Approved: _____

Exec. Dir.

Date

MAKE-A-WISH

Policies and Procedures

1. The Make-A-Wish Foundation (“Make-A-Wish”) requires that all net proceeds of your Special Event be donated to Make-A-Wish. Within one month of your special event, you must provide a simple written accounting, listing expenses and proceeds of your Special Event. Make-A-Wish requires that the Special Event will not result in any cost or expense to Make-A-Wish.
2. Make-A-Wish requires that you consult with your Special Event Liaison concerning your plans to solicit cash or in-kind donations for your Special Event. We follow this protocol in order to avoid repeated solicitations of generous supporters of Make-A-Wish. Please be sure to contact your Special Event Liaison, who can help ensure that all appropriate resources are tapped for your Special Event. Additionally, solicitations of any kind are not permitted outside of the ten-county area of the Make-A-Wish Foundation of Philadelphia and Susquehanna Valley (Bucks, Chester, Cumberland, Dauphin, Delaware, Lancaster, Lebanon, Montgomery, Perry and Philadelphia Counties) or via broadcast over the internet. We limit solicitations to the ten-county area so that we do not interfere with the efforts and events of nearby Make-A-Wish chapters.
3. Make-A-Wish requires that all Special Events and Special Events Sponsors obtain and keep in force all necessary insurance, licenses and permits through the conclusion of the Special Event, and comply with all applicable laws during the planning, promotion and conduct of the Event. You should be sure to check the applicable insurance policy for the specific location of the Special Event or to check with the facility where the event will be held to make sure your Special Event has adequate insurance coverage. The insurance policy covering accidents at the facility where the event is held may provide coverage for the event. This may be a homeowner’s policy for an event in a home, or a commercial general liability policy at a commercial facility. Please note that Make-A-Wish does not provide insurance coverage for Special Events.
4. Special Events are events which are not conducted by Make-A-Wish and Make-A-Wish cannot assume any liability arising from the event. The Sponsor of the Special Event agrees to 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 Special Event.
5. Make-A-Wish is a licensed chapter of the Make-A-Wish Foundation of 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 “Name and Marks”). Upon written approval of your Special Event by Make-A-Wish, Make-A-Wish will grant to you a non-exclusive license, revocable at the discretion of Make-A-Wish, to use the Name and Marks in connection with the Special Event only within the geographic territory served by our chapter from the date of approval of the Special Event until the conclusion of the Special Event. Make-A-Wish requires that it approve in writing use of the Names and Marks in your Special Event and to that end requires that all printed materials for your Special Event, including press releases and advertising, be approved in advance of the distribution or publication of these items. You should make sure to work with your Special Event Liaison to ensure your printed materials look professional and reflect positively upon your organization, your Special Event and Make-A-Wish. Additionally, your Special Event Liaison will be able to provide you with samples of printed materials used successfully in past Special Events to minimize the work needed to produce top-quality printed materials.
6. Make-A-Wish requires that Special Event Sponsors not alter the Names and Marks in any way or sublicense the Names and Marks to any other person. Please note that the Names and Marks may not be used in connection with any telemarketing or door-to-door solicitations as such methods of solicitation are not practiced by Make-A-Wish. Additionally, the Names and Marks 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.).
7. In order to comply with Make-A-Wish’s practice of adhering to the standards of the Better Business Bureau Wise Giving Alliance, Make-A-Wish requires that any solicitations made as part of your Special Event specify at the point of solicitation: (a) that Make-A-Wish is the benefiting organization; (b) the actual or anticipated portion of the donation or purchase price that will benefit Make-A-Wish; (c) the duration of the campaign; and (d) any guaranteed minimum or maximum donation which will be made as a result of the campaign. We follow this policy to ensure that all of our supporters can have confidence that their donation will be used to support the mission of Make-A-Wish.
8. It is important to note that the Special Event Sponsor does not have the authority to act as an agent of Make-A-Wish. For example, the Special Event Sponsor may not open a bank account in Make-A-Wish’s name, nor may it endorse, cash or deposit any checks made payable to Make-A-Wish. Any checks received in connection with your Special Event made out to Make-A-Wish should be forwarded to Make-A-Wish as part of the proceeds of your Special Event.
9. Upon written approval of your Special Event, your Special Event Liaison will return to you an approved copy of your Special Event Application, and will get started with you to make sure your event runs smoothly and effectively. You may not get started on the promotion of your Special Event until it has been approved by Make-A-Wish.
10. Any requests for Special Events which do not adhere to these Policies and Procedures or modification of these Policies and Procedures must be approved in writing by Make-A-Wish.

WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT THE MAKE-A-WISH FOUNDATION. THE DEDICATION OF THE SUPPORTERS OF MAKE-A-WISH HAVE MADE IT POSSIBLE TO BRING HOPE, STRENGTH AND JOY TO SO MANY SPECIAL CHILDREN IN THIS AREA OVER THE YEARS. THANKS FOR MAKING WISHES COME TRUE!