

Rock For Kids Events Policy

Thank you for planning to make **Rock For Kids** the beneficiary of your third-party event. The funds you raise will help us to carry out our mission of providing support, inspiration and assistance to children who are homeless or in need.

To make sure that your proposed event is consistent with the mission and public image of **Rock For Kids**, please read over the following guidelines. After reading through these policy guidelines, please fill out our Event Questionnaire and a representative of **Rock For Kids** will contact you to discuss the details of your event.

General Event Guidelines:

- Your event should complement the mission and image of **Rock For Kids**.
- Events must comply with all Federal, state and local laws governing charitable fund raising, gift reporting and special events.
- Please give **Rock For Kids** at least 30 days before your intended event to approve your event. **All events must be approved by Rock For Kids.**
- The event organizer must obtain all necessary licenses, permits and insurance.
- The event must always be presented as your event benefiting **Rock For Kids**, rather than as a **Rock For Kids** event. For example:

Correct: The ABC School Bake Sale, proceeds to benefit Rock For Kids.

Incorrect: Rock For Kids presents the Fun Loving Funster band at the local library.

What Rock For Kids will need to know about your event:

- Estimate the size of the contribution you plan to make from your event.
- Will you be contacting any businesses, individuals or organizations for sponsorship or donations? Please remember that many individuals, businesses and organizations already support **Rock For Kids** and may not wish to make additional donations.
- Please submit all invites, advertisements, press releases, posters and other promotional material to **Rock For Kids** for approval.

Under the right circumstance Rock For Kids can:

- Provide brochures and other published material about **Rock For Kids**.
- Allow use of **Rock For Kids'** name and logo.
- List your approved event on our website.
- When possible, provide a letter of authorization to be used to validate the authenticity of the event and its organizers.
- Provide a tax receipt (thank you letter) for contributions **made directly to Rock For Kids**.
- If your event coincides with a **Rock For Kids'** email newsletter we will consider including it in the content of our email blast. Under no circumstances will **Rock For Kids** send an email blast to our supporters solely to advertise your event.

Because of limited staff, time and resources we will not:

- Obtain licenses or permits on your behalf. This includes: gaming, raffle and liquor licenses.
- Provide liability insurance for your event.
- Help you to organize your event.
- Provide celebrities or entertainment for your event.
- Provide publicity: newspaper, radio, TV etc.
- Distribute promotional information throughout the **Rock For Kids** system.
- Provide financial support of any kind.
- Volunteer at your event.
- **Rock For Kids** cannot guarantee volunteers or staff at your event. Where possible we love to have a representative attend but this is not always doable.
- **Rock For Kids does not book or promote bands.**

If you plan on including an auction or raffle at you event:

- Please submit the names of bands, management or agencies you intend to contact for auction/raffle items. Because **Rock For Kids'** major fundraiser is a celebrity autograph auction, **Rock For Kids** already solicits items from may people and does not wish to damage those relationships.
- **Rock For Kids** will not help you to solicit items.
- **Rock For Kids** cannot be involved in the management or follow up of donations for auctions and raffles.

Sponsorship:

- Please let **Rock For Kids** know if you plan on approaching any businesses, individuals or organizations for sponsorship of your event. All sponsors must be approved by **Rock For Kids** to ensure that there is no conflict with current sponsors.

Tips on holding a successful event:

- Ask your family, friends, classmates, and members of your organization, business or church to help you advertise, organize and run your event.
- You may be able to obtain free advertising for a charitable fundraiser in community newspapers. Other media may give you a reduced rate.
- You may be able to obtain free or reduced-rate supplies and services for a charitable fundraiser.