



Third Party Event Application

REQUEST TO HOST AN EVENT BENEFITING FLYING HORSE FARMS

We're honored you would like to host a third party event to benefit Flying Horse Farms. Thanks to the generosity of supporters like you we are able to provide transformative camp experiences for hundreds of children with serious illnesses and their families—free of charge.

Since third party events must meet specific criteria, event applications are evaluated on a case-by-case basis. We have developed the following guidelines and application form to streamline the process.

Please review the following guidelines, and complete and return the application form to submit your third party event for consideration. Within 2 weeks of submitting your application, our special events manager will reach out to notify you of our decision.

Flying Horse Farms is extremely grateful to the individuals, organizations and companies who support our mission each year.

Thank you for being a magic maker and friend of camp!

FREQUENTLY ASKED QUESTIONS:

WHAT IS A THIRD PARTY EVENT?

Flying Horse Farms defines a third party event as any fundraising activity by a non-affiliated group or individual ("organizer"), where Flying Horse Farms has no fiduciary responsibilities and no staff involvement in the planning.

WHY DO I NEED TO SUBMIT AN APPLICATION TO FLYING HORSE FARMS?

As a registered 501(c)3 nonprofit organization, Flying Horse Farms is accountable to the public and the Internal Revenue Service (IRS) for fundraising activities using the name of Flying Horse Farms. To this end, the following guidelines serve as standards for those who organize events, benefits or promotions on behalf of Flying Horse Farms.

WHO DO I CONTACT IF I HAVE QUESTIONS?

Our special events manager will be happy to answer your questions and can be reached anytime at 419-751-7077 or events@flyinghorsefarms.org.

THIRD PARTY EVENT GUIDELINES:

MARKETING

- Flying Horse Farms must be identified as the *beneficiary* of the event and should never be referred to as the *sponsor* of the event.
- All event marketing materials must be reviewed and approved by Flying Horse Farms prior to distribution. Use of Flying Horse Farms name and/or logo is only permitted with written approval by a staff member of Flying Horse Farms. *Please allow up to five (5) business days for this process.*
- The Flying Horse Farms logo may not be edited, cropped or distorted in any way.
- All uses of the Flying Horse Farms logo and mission must be consistent with the Brand Standards (stated below).
- All promotional materials must include a display that reads as follows “Flying Horse Farms name and logo are used with its permission, which in no way constitutes an endorsement, express or implied, of this _____ ‘organization’.”
- If listed, promotional materials must fully and truthfully state the percentage of net proceeds that will be contributed to Flying Horse Farms and/or the portion of the product price or fixed amount per sale/transaction that is to benefit Flying Horse Farms.
- All promotional materials will specify the full name of Flying Horse Farms, with an address and/or phone number to contact for additional information.
- Photos or other digital assets used in connection with Flying Horse Farms must be approved by the event manager prior to publishing.

BRAND STANDARDS

USE APPROPRIATE FLYING HORSE FARMS TERMINOLOGY

Children with serious illnesses. The children we serve are children first—and their illnesses take a backseat to fun when they’re at camp. So, when you write about our campers, always refer to their illnesses after identifying them as children or kids. Avoid calling them:

- Sick children
- Sick kids
- Seriously ill children
- Terminally ill children
- Disabled children

Mission- The mission of Flying Horse Farms is to enrich the lives of children with serious illnesses and their families by providing magical, transforming fun through year-round, medically-safe and cost-free camping experiences.

Boilerplate- Flying Horse Farms provides magical, transformative camp experiences for children with serious illnesses-free of charge.

APPROPRIATE USE OF LOGO

The logo is our primary mark. It is always to be used in its original vertically stacked arrangement and with the tagline whenever possible. The logo with the tagline should never be used at widths smaller than 1 inch as it becomes illegible. It should never be distorted, stretched, squeezed, or rendered in different colors. The original four-color logo should be used whenever possible. However, if printing costs dictate that fewer colors must be used, an approved variation can be provided. As a SeriousFun Camp Flying Horse Farms is proud to be a member of SeriousFun Children’s Network. When communications require us to acknowledge our membership, the logo should be locked up in this manner.

EXPENSES

- It is the responsibility of the third party event organizer to cover all expenses incurred and/or to obtain donated goods and services.
- Flying Horse Farms is not liable for any expenses incurred by hosting a third party event.
- Flying Horse Farms will not reimburse the event organizer for the purchase of goods or services for a third party event. No expenses may be charged to Flying Horse Farms.

EVENT INSURANCE AND LIABILITY

- The event organizer is responsible for obtaining any necessary permits and clearances required by the government and to be in compliance with all applicable laws.
- The event organizer must also obtain appropriate insurance coverage as necessary.
- All third party events should ideally be accessible to people with disabilities and should take place at a venue that meets ADA regulations. The organizer is expected to make arrangements for special accommodations and/or needs requested by participants.

EVENT INCOME

- The event organizer is responsible for opening and maintaining his/her own bank account to manage funds raised for the third party event. Bank accounts may not be opened in the name of Flying Horse Farms.
- Checks made payable to Flying Horse Farms must be sent directly to: *Flying Horse Farms, c/o Special Events Manager, 5260 State Route 95, Mt. Gilead, Ohio 43338*
- Donations made payable to Flying Horse Farms will be provided with a charitable contribution acknowledgement letter in accordance with IRS and state tax regulations.
- Donations made payable to an event organizer or other source will be provided with a general acknowledgment letter with no value attached.
- If the event organizer plans to deduct expenses before sending net proceeds to Flying Horse Farms, the organizer should not state or imply to donors that funds received are tax-deductible and should not use the word "donation" because it implies that the funds are tax-deductible.
- The organizer agrees to inform Flying Horse Farms of plans to solicit and/or recruit major financial supporters to ensure there is no duplication of fundraising strategies or efforts by the camp's development team.

TAX GUIDELINES AND IMPLICATIONS

- As a responsible steward of public funds, events held to benefit Flying Horse Farms are required to keep expenses to a minimum.
- If the third party event organizer represents to the public that a percentage of the proceeds will benefit Flying Horse Farms, the organizer should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 60 days after the conclusion of the third party event.
- Federal tax laws disallow third party events from using Flying Horse Farms sales tax exemption number or federal employer identification number when purchasing any goods or services from suppliers or vendors.
- The organizer is responsible for complying with all IRS regulations regarding the event.

AS A THIRD PARTY EVENT ORGANIZER, I AGREE TO:

- Submit the application form and obtain event approval from Flying Horse Farms before proceeding with hosting the event
- Adhere to all third party event guidelines
- Identify Flying Horse Farms as the *beneficiary* NOT the *sponsor* of the event
- Submit all marketing materials to Flying Horse Farms for approval prior to distribution
- Assume financial responsibility for expenses incurred for hosting the event
- NOT open a bank account in the name of Flying Horse Farms
- Provide detailed documentation from individuals and/or businesses regarding their financial or in-kind donations
- Submit funds raised, payable to Flying Horse Farms, within 60 days of the event
- Register annual third party events with Flying Horse Farms each year

AS A BENEFICIARY, FLYING HORSE FARMS AGREES TO:

- Acknowledge contribution received from the organizer per IRS and state tax regulations
- Listed on our FHF Third Party event website <http://flyinghorsefarms.org/give/giving-guide/third-party/>
- As requested, provide logo, collateral, or other FHF approved and produced assets
- Provide giving “Toolkit” as means of support for further giving opportunities
- As requested, a signed letter, authenticating the event as a Flying Horse Farms beneficiary event

OTHER POTENTIAL BENEFITS:

THE FOLLOWING BENEFITS ARE BASED ON THE ANTICIPATED LEVEL OF FUNDRAISING FOR A SINGLE EVENT AND WILL BE DISCUSSED IN FURTHER DETAIL ON A CASE BY CASE BASIS.

	Up to \$999	\$1,000 to \$4,999	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and up
Social Media Recognition		X	X	X	X
Onsite Speaker			X	X	X
Volunteer Support				X	X
FHF staff support					X

FLYING HORSE FARMS WILL NOT:

- Provide assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees or collecting monies
- Share any organizational donor lists or contacts
- Guarantee the attendance of Flying Horse Farms board members or staff
- Assume responsibility of any nature or kind associated directly or indirectly with the event

Third Party Event Application

REQUEST TO HOST AN EVENT BENEFITING FLYING HORSE FARMS

THIRD PARTY EVENT APPLICATION FORM

ORGANIZER CONTACT INFO:

Group/Individual Name:					
Contact Name:					
Address 1:					
Address 2:					
City:		State:		Zip Code:	
Phone: (DAY)		Phone: (EVENING)			
Email Address:					

EVENT DETAILS:

Name of Event:					
Date of Event:		Number of Expected Attendees:			
Brief description of the event:					
How will funds be raised?					
Anticipated amount to be raised?					

Signed Acceptance of Guidelines

I have read the above third party event guidelines and agree to follow them with regards to holding the proposed event to benefit Flying Horse Farms. By publicly advertising Flying Horse Farms as the recipient of the proceeds of this event, I agree to provide the full amount of the proceeds within 60 days of the event.

Submitted by:		Title:	
Signature:		Date:	

Please return completed form to:

events@flyinghorsefarms.org (preferred method)

OR

Flying Horse Farms
c/o Special Events Manager
5260 State Route 95
Mt. Gilead, Ohio 43338

For internal use only:

APPROVED:		NOT APPROVED:	
-----------	--	---------------	--