



# Third-Party Event Guidelines

Roundup River Ranch is grateful to the individuals and organizations interested in organizing fundraising events to support our mission of providing camp experiences to children with life threatening illnesses for free, forever. Fundraisers hosted by friends in the community provide a special opportunity for us to spread awareness about camp throughout the Rocky Mountain region and to raise funds that support free, medically supported year-round camp experiences to our campers and families. We have developed the following Third Party Fundraising Guidelines to serve as standards for organizing a fundraising activity by a non-affiliated individual or group and to protect the name and brand of Roundup River Ranch.

## Event Application and Approval

Roundup River Ranch, as a 501(c)(3) non-profit organization, is accountable to the public and Internal Revenue Service for fundraising activities using the name of Roundup River Ranch. Third party events, benefits or promotions organized on behalf of the Camp must follow the guidelines set forth below, submit a [FUNDRAISING EVENT PROPOSAL FORM](#), and receive approval from Roundup River Ranch before promoting or holding an event. Event proposals are reviewed individually, and only those proposals that meet specific criteria, benefit the camp, and do not conflict with existing camp initiatives will be approved.

## Event Endorsement/Sponsorship

While we are grateful for the efforts of grassroots fundraisers, Roundup River Ranch does not officially endorse or sponsor any third party fundraising activities. Event planning, promotion, and production costs are the sole responsibility of the third party event organizer. The organizer may not use our 501(c)(3) tax exempt status when soliciting financial support or gifts in kind from a vendor. The Roundup River Ranch name and logo should never be put in greater prominence on any promotional materials or website than the name of the third party fundraising event (i.e. say "[NAMED EVENT] benefitting Roundup River Ranch," and not "Roundup River Ranch [NAMED EVENT]").

## Event Promotion

Once the event is approved, advertising and promotion of the fundraising activity is the sole responsibility of the event organizer, and promotional materials cannot be purchased using Roundup River Ranch funds. Roundup River Ranch must review and approve all promotional materials such as letters, brochures, flyers, posters, tickets, and press releases. The use of the Roundup River Ranch logo or brand must be approved prior to distribution and must only reflect that Roundup River Ranch is the beneficiary, and not host or sponsor, of the event (i.e. "proceeds from [NAMED EVENT] will benefit Roundup River Ranch"). Roundup River Ranch does not guarantee use of its donor lists or contacts.

## Event Staffing

Roundup River Ranch is grateful to the individuals and groups in the community who volunteer time and effort in organizing third party events to benefit the camp. Roundup River Ranch staff is fully focused on strategic programs to raise funds for the camp and cannot guarantee staff, board member, or volunteer attendance at third party events. Successful third party event management minimizes camp expenses and impact on camp resources and staff time, which in turn allows Roundup River Ranch to focus on the daily work being conducted to support the camp.

## Event Expenses

The individual or group organizing the third party event is solely responsible for all expenses incurred for conducting the fundraiser. Roundup River Ranch will not be liable for any expenses and will not reimburse the organizer for the purchase of any goods or services. Federal tax laws do not allow third party events to use the Roundup River Ranch tax exemption or Federal Employer Identification number when purchasing any goods or services from vendors.

### **Event Income**

The third party event organizer should maintain the goal of an expense/revenue ratio of 25%/75%. Keeping event expenses at 25% or lower makes every dollar raised more valuable to the organizer and to Roundup River Ranch. Event accounting is the responsibility of the organizer and must be conducted outside of and separately from Roundup River Ranch. Only donations made payable to Roundup River Ranch will be provided with a tax-deductible acknowledgment letter in accordance with IRS and state tax regulations. If the third party event organizer deducts expenses before sending net proceeds to Roundup River Ranch, the organizer must not state or imply to donors that any funds or gifts are tax deductible. Event revenue donations, made payable to Roundup River Ranch, must be submitted within 60 days of the event.

### **Event Insurance and Liability**

The third party event organizer is responsible for obtaining any necessary permits and clearances required by local and state governments and for complying with all applicable laws in holding the event. The event organizer must also obtain appropriate insurance coverage as necessary. Roundup River Ranch cannot be held liable for details associated directly or indirectly with the third party event, including expenses, purchases, insurance, or liability coverage.

### **Suggestions for Third Party Events**

Roundup River Ranch relies on the grassroots efforts of individuals, organizations, schools, civic organizations, businesses, and corporations to help raise funds and awareness in order to support the camp. Ideas for third party fundraisers include golf or sports tournaments, musical or cultural performances, school fundraisers, auction of items or services, community sales (garage, bake, book, plant sales, etc.), cocktail or tea parties, and family picnics.

On behalf of the campers and families, thank you for your interest in organizing a fundraising event to support Roundup River Ranch and for your efforts to bring the joy of camp to more and more children with life-threatening illnesses in the Rocky Mountain region.

### **For more information, please contact:**

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