



BTP is extremely grateful to the many people and organizations who wish to organize events to support our mission.

However, only those third-party events which meet specific criteria and benefit the organization will be considered for approval.

EVENT IDEAS

Pre-COVID there were many ideas for hosting an event. Now we encourage creativity and a pivot to hold a virtual event or a safe-distancing event, using the following ideas:

- **Self-Managed Events:** Silent auctions, outdoor wine tastings, virtual paint night, gala (held virtually or outdoors)
- **Participatory Events:** Walk-a-thons, dance-a-thons, and loose change drives
- **Hosted Events:** Small dinner party or fundraising picnic
- **Virtual Events:**
 - A live-streamed dinner party on Zoom or Streamyard to introduce friends to BTP online
 - A video conference interview with Bridge staff or board member (pre-arranged)
 - A video conference trivia game or challenge
 - A virtual run or walk, where participants track their solo miles and minutes while raising funds similar to a traditional walk-a-thon (they can even stream their walk to inspire others)

We are in a season where we need to be creative so we are open to other ideas!!

Each event will be reviewed on a case-by-case basis.

GUIDELINES

Event Application and Approval

Please review these Third-Party Fundraising Guidelines. After reviewing these guidelines, please submit details about your event proposal by email to communications@bridgetopromise.org for approval.

- Approval by BTP must be obtained before you advertise or hold your event.
- Annual events should be registered with BTP each year.
- BTP reserves the right to refuse funds raised at unapproved events and activities.

Marketing and Promotion

- Third-party events may not be represented as events sponsored by BTP.
- Promotions for the event should reflect BTP as a beneficiary, and not conducting the event (i.e. “proceeds from XYZ Golf Tournament will benefit Bridge to Promise”).
- All promotional materials related to an event benefiting BTP must be reviewed and approved by a member of our leadership team prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
- Any requests for the use of the BTP logo, name and images must undergo approval.
- All references to BTP in publicity and promotional materials for the event or promotion should refer to “Bridge to Promise”

Event Expenses

- If you must buy goods or services for the event and expenses will be incurred, please consider the following:
 - Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the organizer of the event.
 - BTP will not be liable for any costs or expenses.
- BTP will not reimburse the organizer for the purchase of goods for a third-party event. No goods may be charged to BTP for any reason.
- Suggestions to reduce event expenses:
 - Secure donated goods and services.
 - Negotiate reduced costs.

Event Income

- The event organizers are responsible for maintaining accounting for the event.
- All donation checks must be payable directly to BTP.
- Only checks payable to BTP, and cash donations clearly labeled with the donors information, will be provided with a tax deductible acknowledgment letter in accordance with IRS and state tax regulations.
- Donations made out to an organizer or other source may be sent a general acknowledgment letter with no value attached.
- If you are deducting expenses before sending net proceeds to BTP, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word “donation” because it implies that they are tax deductible.
- Sponsor agrees to inform BTP of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway.
- Within 30 days following the event organizers should submit funds, payable to BTP, and appropriate documentation from individuals and/or businesses regarding their financial donations.

Event Insurance and Liability

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws, and also obtain appropriate insurance coverage as necessary.
- BTP cannot be held liable for details associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.

How can BTP help with your event?

BTP is extremely appreciative of the organizers who manage third-party events to benefit its programs, but is limited in the amount of assistance we can provide a third-party event.

BTP can provide the following:

- Advice and suggestions on event planning, as time allows.
- Approval of the use of BTP name, logo and images*.
- Display promotional materials.

- BTP Event Banner*.
- Promotion of your event, when appropriate, to the BTP community through regular advertising venues such as our website, social media and internal communications.
- Acknowledge and provide tax receipts for contributions made payable and submitted to BTP.

*Approval of event marketing materials where the BTP name, logo or images are utilized is not optional.

** Event Banner will be provided depending on availability.

BTP is unable to provide the following:

- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees, and collecting monies.
- BTP's tax-exemption number for making any purchases related to your event.
- Guaranteed volunteer, Board Member, or staff attendance at the event without confirming and pre-scheduling with a specific person.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.