

Out On Screen Third Party Fundraising Event Guidelines

Thank you for your interest in planning an event to benefit Out On Screen and support our core focuses of:

- Youth education
 - Out in Schools
 - Firstout Video
- Creative Initiatives
 - Queer History Project
- Exhibition
 - Vancouver Queer Film Festival

From hosting a dinner party, to organizing a golf tournament, to donating proceeds from product sales, there are countless ways that you can raise funds for OOS. We are open to exploring these and other ideas with you.

The funds raised from third party events will help support our mission to promote the production and exhibition of queer media art, creating opportunities for dialogue and education among diverse communities that cross class, age, ability, ethnicity, spirituality, gender and sexuality.

Furthermore, third party events increase the public's awareness of our various programs, and promote community involvement with Out On Screen.

We deeply appreciate the commitment and investment of time and financial resources required in the successful execution of a third party event. OOS is fortunate to receive numerous inquiries and proposals from outside persons who wish to organize a fundraising event. Please note that anyone who is interested in planning an event to benefit OOS must submit a completed and signed Third Party Event Proposal (attachment 1) prior to the event.

Only those third party events that support our mission and legitimately and genuinely benefit the OOS will be approved. The following guidelines provide helpful information for planning a successful fundraising event and define the extent to which OOS can provide services for your event. If you have any questions, please contact Will Pratt, Director of Development at 604-844-1615 or email will@outonscreen.com

Once again, thank you for your interest in planning a fundraising event to benefit Out On Screen, we really appreciate your support!

Attachment 1

Out On Screen Third Party Event Guidelines

Event Approval

- OOS retains a fiduciary duty to ensure that our name is being used properly, that all funds are being handled and accounted for in a reasonable manner, and that the fundraising event is being conducted in a manner that is consistent with OOS's mission and public image.
- All third party fundraising events require written permission from the OOS in advance. Do not make public announcements or promote the event until you receive approval of your event proposal.
- Please allow two weeks for OOS to review and respond to your proposal.
- Fundraising events must comply with all relevant local, provincial and federal laws.
- OOS reserves the right to decline association with any person or organization when it believes that such association may have a negative effect on the image of the OOS.
- OOS reserves the right to decline approval of an event if other non-profit organizations are beneficiaries and / or involved in the event without mutual compliance.
- The third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and / or volunteers, and liability.

What OOS Can Do For You!

- Offer event planning expertise and advice.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide limited existing OOS promotional and educational materials for your events such as signs, brochures, and banner.
- Provide the official OOS logo for use on promotional materials.
- OOS will attempt to provide, but cannot guarantee, a representative at your event.

Promotion and Logo Usage

- All third party events must be promoted and conducted in a manner to avoid statement or appearance of OOS endorsing any product, firm, organization, or service.
- OOS must review and approve all promotional materials prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyers.
- The OOS logo must be used appropriately in conjunction with the event and must not be altered in any way.
- OOS may promote the event, when appropriate, through the following:
 - Out On Screen Website with a link to the event's / organization's website
 - Out in Schools Website with a link to the event's / organization's website
 - OOS monthly e-newsletter
- Any promotional materials must clearly state that your event is raising funds that will benefit Out On Screen or one of its programs (For example, Out in Schools) and whether full or partial proceeds are going to be donated.

Sponsorship

- OOS cannot solicit sponsors for your fundraising event and does not provide any donor or volunteer contact information.
- Please provide a list of all targeted sponsors (both for cash and product / service donations) for the event, before they are contacted, so that OOS can provide you with information on their current support and minimize overlap with other OOS sponsors.

Financial Guidelines

- Event expenses must be less than thirty percent (30%) of the total amount raised.
- OOS GST sales tax rebate (on purchases) cannot be extended to any event or fundraising effort.
- OOS must receive a complete accounting of all income and expenses related to the event, including all tangible non-cash related contributions. The OOS reserves the right to inspect all financial records related to the event.
- OOS must receive all net proceeds within thirty (30) working days of the conclusion of the event and / or promotion. Please send a cheque made payable to Out On Screen and mail, or personally deliver cheque to:

Out On Screen
Attn: Will Pratt, Director of Development
405-207 West Hastings St.
Vancouver BC
V6B 1H7

Tax Deduction / Donor Acknowledgement

- Tax receipts can only be given to individuals donating directly to OOS. The tax-deductible amount of a donation is only the amount that is over and above what is received in goods and services.
- Third party organizers are responsible for the collection of names and addresses of those that donate directly (i.e. a separate cash/cheque donation) to OOS and wish to gain a tax receipt. OOS will mail tax receipts to individuals within 14 days of receiving all relevant information.

Liability and Cancellation

- Should circumstances warrant, OOS may at any time direct you to cancel your event. You hereby agree to cancel the event, if so directed, and further agree to release Out On Screen and its directors, employees, and volunteers from any and all liability and connection to such event.
- The third party event organizers and its donors and sponsors agree to indemnify and hold harmless the OOS and its directors, employees, and volunteers from any and all claims and liabilities in any way related to the event.
- OOS is not financially liable for the promotion and / or staging of the event.
- OOS may require that your attendees / participants complete a waiver for release from liability.
- All responsible parties (including event vendors) must provide evidence of liability / property insurance applicable to the activities of the event. OOS reserves the right to request to be listed as additional insured.
- If alcohol is served at event, all provincial laws must be followed, including but not limited to the guidelines set out in "Serving it Right"

Declaration:

I/We _____ hereby understand and agree to all the terms listed above.

Attachment 2

**Third Party Fundraising
Activity Application 2007-2008**

Please fill out the following form to the best of your ability.

Date: _____

Name of Organization, Business or Individual:

Contact Person: _____

Mailing Address:

Phone #: _____ Cell #: _____

Fax #: _____

E-Mail: _____

Why did you decide to support Out On Screen?

Type of activity/event do you want to do:

Date of activity: _____

Location: _____

Brief Description of Event:

How are you going to make a profit.(sell tickets, liquor sales 50/50, silent auction etc.)

Event Timeline:

Cancellation Plan:

Event Action Plan

Objectives

Promotion / Advertising

Target Group: -----

Strategies:

- Newspaper Radio Television Magazines Posters Flyers Free Standing Signs Social Networking Sites Email Newspaper Other:

Please describe how you will use these strategies to promote your event:

How and/ or where do you wish to have Out On Screen's involvement?

What support do you expect from Out On Screen? (i.e. Volunteers, materials, staff, prizes, etc.)

What benefits do you see to/for Out On Screen as a result of this event?

If you are donating a portion of the net proceeds from your event, rather than the full amount towards Out on Screen, please specify what percentage or dollar value you will be giving?

% of Proceeds: _____ or \$ Value of Proceeds: _____

Acceptance of the above Guidelines by the Organization/Group

Name(s): _____

Position(s): _____

Signature(s): _____

Date: _____

Proposed Event Budget

Please include a budget of proposed expenses and revenues if applicable.