



**For Event Organizer:
Melanoma Know More Third Party Event Guidelines**

- Melanoma Know More (MKM) defines a “Third Party Event” as any fundraising activity by a group or individual not affiliated with MKM where MKM has no fiduciary responsibilities and little or no staff involvement.
- A ‘Third Party Information Event Form’ must be submitted for us to determine if the event or campaign is within MKM’s guidelines and feasible within the existing calendar of activities. Please do not take action until you receive approval.
- We do not associate with businesses or individuals known to conduct themselves in a manner incompatible with our mission.
- We will not incur third party expenses or provide any funds for third party events or campaigns.
- The event needs to be promoted and conducted in a manner to avoid the statement or appearance of MKM endorsing any product, firm, organization, individual or services.
- The Organizer must inform us in advance about any businesses or individuals to be contacted for solicitation to avoid duplication with our efforts; do not solicit before you receive our permission.
- We reserve the right to decline any underwriting and/or sponsorship when we believe that such association may have a negative effect on our credibility.
- The Organizer must state the terms of the donation we can expect (for example, 75% of profits, one-time donation of \$1,000, or all proceeds). This information must be made specific in event/campaign promotions.
- The Organizer must also provide the date by which we will receive the donation (no later than 30 days after the event).
- We reserve the right to participate in similar promotions and other “Third Party Events.”
- A staff member may meet with you and other organizers of the event. In general, we prefer to leave the logistics to you, as it is your event and MKM is simply the grateful beneficiary of the proceeds.
- Depending on nature of the event and number of participants, we may be able to provide educational literature, informational brochures, sunscreen and plastic “goodie bags” to use for giveaways at your event.

However, we cannot guarantee the presence of volunteers or staff at the event.

- Any promotion of the event/campaign which mentions or includes the MKM name or logo must be approved by MKM staff prior to printing or release.

Please send any materials with the MKM name or designated logo to Leanne Blair at leanne@melanomaknowmore.com for review prior to use or publication.

- Event advertising, promotion and associated materials should state that the proceeds of the event will benefit the Melanoma Know More but should not imply or state that MKM is the host. The Sponsor of the event should be clearly identified: The Elks Club, Bob's Variety, The Smith Family, is hosting X event, "with proceeds benefiting Melanoma Know More."
- You may create your own letterhead for use when communicating with prospective sponsors and participants. Our statement reads, "Proceeds from this event will benefit Melanoma Know More."
- Collection of fees, entries, payments and all contributions must be made by the Organizer or designated contact. If you collect checks payable to Melanoma Know More, please send the unendorsed checks along with the net proceeds of the event.
- Please do not suggest that event payments by participants qualify as charitable, tax deductible contributions, since participating attendees receive something in return.
- The Organizer assumes all risk for the event's expenses and liabilities, including obtaining insurance coverage, if necessary.
- MKM is not financially or otherwise liable for the promotion and/or staging of a "Third Party Event."
- All "Third Party Events" should be accessible to people with disabilities.
- We reserve the right to review event financial statements at any time.

Thanks for considering the MKM. If you have any questions about these guidelines, please contact Leanne Blair at leanne@melanomaknowmore.com or 513.364.6653.