

Third Party Sponsored Events

Thank you for your interest in sponsoring an event to raise funds to benefit the University of Maryland Medical Center (UMMC). There are countless ways that you can raise funds to help support and further the mission of UMMC, including hosting a dinner party, organizing a 5k race, golf tournament, or tennis match, or donating the proceeds from product sales. The University of Maryland Medical System Foundation (UMMS Foundation) is a 501(c)(3), tax-exempt, charitable organization dedicated to supporting the work of UMMC. We comply with applicable IRS laws and regulations for charitable organizations, including those related to gift acknowledgment, fundraising and gift receipts.

The UMMS Foundation works to raise funds to safeguard the future of health care excellence at UMMC through its fundraising, stewardship and endowment management activities.

Third Party Sponsored Events should complement the mission, image and core values of UMMC. Companies or organizations with missions that conflict with the mission or core values of UMMC are not eligible to sponsor events to benefit UMMC.

Any individual or organization who wishes to hold an event or promotion to benefit UMMC must apply for and receive prior written approval from the UMMS Foundation.

Please note that the volume of event or promotion requests received by the UMMS Foundation may exceed available staff who are able to attend or assist with the event, so we encourage you to contact the UMMS Foundation at 410-328-7673 as early as possible to discuss your proposed plans. Thank you in advance for your support!

UMMS Foundation Support

The UMMS Foundation is grateful for your support of UMMC and is able to provide the following assistance to your organization:

- Event planning advice and expertise
- Letter of authorization acknowledging your sponsorship of the event
- Assistance with designating your contribution to a specific area that has special meaning to you
- Fund or disease specific educational materials, if available (for example: fact sheets, brochures or informational flyers)
- Listing of the event on the UMMS Foundation website, Facebook page and Twitter accounts
- Permission to use the UMMS Foundation and UMMC logos/name(s) as the beneficiary organization on promotional materials (UMMS Foundation must approve all promotional materials prior to printing and distribution)
- Design of collateral materials to assist with event promotion (printing of materials and all related expenses are your responsibility)
- Creation of custom event webpage on the UMMS Foundation website with enhanced marketing opportunity to raise funds through the Foundation's online giving program
- Provision of a representative from UMMC or primary beneficiary to speak at your event, pending availability
- Additional requests for support will be considered annually

Please Read the Guidelines Before Planning Your Event:

The following guidelines provide helpful information for planning a successful fundraising event and generally define the extent to which the UMMS Foundation may be able to provide services for your event. Additional policies and procedures may apply. If you have any questions, please contact Whitney Krapf at 410-328-7673 or Whitney.Krapf@umm.edu.

1. Please complete and submit the Third Party Sponsored Event Application on the following pages for review and consideration to host an event no less than two months prior to the proposed date of your event. All requests will be reviewed by UMMS Foundation and a response provided within two weeks of receipt of the completed application.
 - *Submission of Third Party Sponsored Event Application does not obligate the UMMS Foundation to enter into a fundraising program with your organization. Only after approval of your application by the UMMS Foundation will the fundraising relationship be established.*
 - *To repeat an event, event organizers must submit a completed Third Party Sponsored Event Application form to the UMMS Foundation in each successive year.*
2. The UMMS Foundation must be notified in writing of any significant changes to the planned event. If the UMMS Foundation determines that circumstances warrant, the UMMS Foundation at any time, may direct the event organizer to cancel or make changes to the event. Event organizers must agree to cancel or make the changes to the event, if so directed.
3. The event organizer is responsible for obtaining any and all necessary permits, licenses and required insurance, including liquor licenses and gambling and/or raffle permits, if applicable.
4. Events must comply with all applicable federal, state and local laws governing charitable fundraising, gift reporting and special events.
5. The amount or percentage of proceeds to be donated to UMMS must be disclosed on all promotional materials for the event. If there is more than one beneficiary for the event, the amount or percentage of proceeds donated to each beneficiary must be clearly stated on all promotional materials.
6. The University of Maryland Medical System Foundation will accept only the net proceeds from the event (pledges must be collected and bills must be paid prior to the University of Maryland Medical System Foundation's acceptance of funds).

7. All net proceeds from the event should be received by the UMMS Foundation within 60 days of the conclusion of the event. Checks are to be made payable to the UMMS Foundation, include the name of the Third Party Event in the memo line and mailed to the address below:

UMMS Foundation
110 S. Paca Street, 9th Floor
Baltimore, MD 21201
8. An itemized accounting of all funds collected and expenses related to the event is to be provided to the UMMS Foundation within 60 days of the conclusion of the event, if requested.
9. The University of Maryland Medical System Foundation cannot extend our tax exemption, meaning that an attendee or donor to your event will not be provided a charitable acknowledgment letter from the University of Maryland Medical System Foundation, unless it is determined in advance with the UMMS Foundation that contributions made in association with the event are 100% tax deductible (no goods or services received) and all contributions must be made directly to the UMMS Foundation through a custom donation link created by the UMMS Foundation (e.g. not checks made out to the event organizer who then signs over the checks to the UMMS Foundation).
10. Third party event sponsors are not permitted to use the UMMS Foundation sales tax exemption for event related expenses.
11. The UMMS Foundation may receive funds from other similar promotions or events.
12. The UMMS Foundation must approve, in advance, all copy for invitations, advertisements, press releases, posters or other promotional information related to your event. Please do not make public announcements or promote the event until you receive written approval from the UMMS Foundation. UMMC or an affiliate may only be identified as the beneficiary of the event.
 - *For example, an event may not be called “Greenebaum Comprehensive Cancer Center Walk-a-Thon.” The event should be promoted as the “Walk-a-thon to benefit the Greenebaum Comprehensive Cancer Center.”*
13. If a third party sponsored event organizer reaches out to media with regards to covering their event, the University of Maryland Medical Center media relations team is happy to partner with the event organizer to ensure UMMC personnel are prepared. Conversely, if a third party event organizer does not have the bandwidth or knowledge in media relations, the UMMC media relations team is available to assist if the press coverage involves a UMMC spokesperson. The UMMC media relations team cannot, however, solicit press coverage for an event organizer.
14. If plans are made to have a photographer on site at an event or to have pictures taken during an event, photography consent language (provided by the UMMS Foundation) must be prominently displayed on signage to notify event attendees.

15. Please notify the UMMS Foundation in writing if you plan to contact businesses, individuals or organizations for sponsorship or underwriting of the event. If you plan to solicit contributions, sponsorship or gifts-in-kind from local businesses, the list of businesses you plan to contact must be reviewed by the UMMS Foundation before being solicited. Please remember that many individuals and businesses already support UMMC.
16. The UMMS Foundation will not solicit sponsorship revenue on your behalf for your fundraising activities.
17. The UMMS Foundation cannot provide mailing lists of contributors, employees, volunteers or vendors for solicitation.
18. Due to the number of third party sponsored event requests, the UMMS Foundation cannot provide volunteer support or guarantee staff representation at your event.
19. Each party shall be responsible for its own acts and omissions and the acts and omissions of its employees, officers, directors and affiliates. A party shall not be liable for any claims, demands, actions, costs, expenses and liabilities, including reasonable attorneys' fees, which may arise in connection with the failure of the other party to perform any of its obligations hereunder.
 - The event organizer must provide and maintain during the term of any agreement, at their expense, general liability insurance coverage in the amount of One Million Dollars (\$1,000,000 per occurrence) and Three Million Dollars (\$3,000,000) annual aggregate.
 - If alcohol will be served at the event, liquor liability insurance must be secured and maintained during the term of any agreement and at the event organizer's expense.
 - Dependent upon the type of event you are hosting, additional insurance coverages and amounts may be required.
20. Third party sponsored events benefitting the University of Maryland Medical System Foundation (UMMS Foundation) must abide by all current COVID-19 and any other infectious disease guidelines and regulations outlined by the Centers for Disease Control and Prevention (CDC), the State of Maryland and local jurisdictions. Failure to do so will result in the UMMS Foundation disassociating its involvement with the group/individual/event.
21. The University of Maryland Medical System Foundation reserves the right to disassociate its name and involvement with any group/individual or event who are not in compliance with the guidelines outlined above by issuing a written statement to that effect. Upon receipt of this letter, the group/individual conducting the third party event must cease using the name or logo of the University of Maryland Medical System entity in any and all connections with the event.

Third Party Sponsored Event Application

The UMMS Foundation is responsible for all fundraising activities using the UMMC or UMMS Foundation name(s). For this reason, the following information must be provided to the UMMS Foundation for review and approval before you proceed with event plans.

Please complete and submit this form no less than two (2) months prior to your proposed event to:

UMMS Foundation
Attn: Whitney Krapf
110 S. Paca Street, 9th Floor
Baltimore, MD 21201
410-328-7673
Whitney.Krapf@umm.edu

Date of Application: _____

Name of group/organization: _____

Are you a(n): Employee Group
 Association/Organization/Club
 Corporation
 Other, Please Specify: _____

Please list the main point of contact for your group/organization that is coordinating the event or promotion:

Name

Daytime Phone #

Street Address

Cell Phone #

City/State/Zip

Email Address

Date of Proposed Event: _____ Times of Proposed Event: _____

Location of Proposed Event: _____

Please provide a brief description of the proposed event:

What businesses, individuals or foundations will be approached for underwriting, sponsorship, in-kind giving, or other contributions to your event?

What incentives (if any) will be offered to sponsors for their participation?

Are additional promotional events planned to support the larger event? If so, please provide a description of these events:

Will there be a ticket or admission charge? Yes No Amount: _____

Expected number of guests: _____

How and where will tickets be sold?

Will the event benefit other organizations? ____ Yes ____ No

If Yes, please provide the names of other organizations:

Percentage of net proceeds to be donated to UMMS: _____ %

Expected donation to UMMS: \$ _____

Please provide any additional details about your event for consideration:

Within sixty (60) days of the completion of the scheduled event, all net proceeds are to be delivered to:

UMMS Foundation
110 S. Paca Street, 9th Floor
Baltimore, MD 21201

Thank you for considering an event to support UMMC. All requests will be reviewed by UMMS Foundation representatives and answered in writing within ten (10) business days of receipt of a completed application.

Please complete and submit this form no less than two (2) months prior to your proposed event to:

UMMS Foundation
Attn: Whitney Krapf
110 S. Paca Street, 9th Floor
Baltimore, MD 21201
410-328-7673
Whitney.Krapf@umm.edu

I have read and agree to abide by and comply with all the terms and conditions in the above third party sponsored event guidelines. I understand that my proposed event is not considered approved until I have received written approval of my application from University of Maryland Medical System Foundation (UMMS Foundation.) I agree to provide the proposed event in accordance with the approved Third Party Sponsored Event Application filed by me and approved by the UMMS Foundation. At no time will the UMMS Foundation or any representative of University of Maryland Medical Center or University of Maryland Medical System be responsible for the cost, planning, or staffing of my event. Either party may terminate this agreement upon at least sixty (60) days prior written notice to the other party. The University of Maryland Medical System Foundation reserves the right to disassociate its involvement with any group/individual or event who are not in compliance with the guidelines outlined in the Third Party Sponsored Events guidelines. Each party shall be responsible for its own acts and omissions and the acts and omissions of its employees, officers, directors and affiliates. A party shall not be liable for any claims, demands, actions, costs, expenses and liabilities, including reasonable attorneys' fees, which may arise in connection with the failure of the other party to perform any of its obligations hereunder. The foregoing provision shall survive termination of this agreement. This agreement shall be governed by the laws of the State of Maryland. This agreement may only be amended or modified in writing signed by an authorized representative of both parties.

Event Organizer Signature

Date

Printed Name

Vice President of Development Signature

Date

Vice President of Development Printed Name

Director of Special Events Signature

Date

Director of Special Events Printed Name