



## BENEFIT APPROVAL POLICY GUIDELINES

Maryland's Ronald McDonald House, hereinafter referred to as RMH, is pleased to be the beneficiary of financial support as a result of special fundraising events or projects by generous individuals, groups, and organizations. In order to ensure that all proposed fundraising projects are in keeping with our organizational guidelines, and to comply with regulations pertaining to non-profit organizations, we require:

1. Completion and return of attached Benefit Approval Form for review prior to authorization to conduct an event. This Form should be submitted a minimum of 60 days prior to date of event. RMH representative(s) will review the request. All requests will be answered no later than 15 days after receipt.
2. Use of RMH name or logo will only be authorized after completion of Benefit Approval Form. Sponsor is authorized to use the name "Ronald McDonald House", Maryland only in connection with the Fundraising event, and only until the earlier of the completion of the event, or termination of this agreement. All usage of the trademark of The Ronald McDonald House shall bear the registered trademark symbol, ®
3. All advertisements or press releases need to be approved by RMH prior to their release.
4. The amount or percentage of monies donated to RMH must be included in all advertisements so that the public knows what percentage of their funds will benefit the House.
5. RMH assumes no responsibility for promoting the event.
6. We must always be sensitive to the privacy of children or families staying at Ronald McDonald House. Therefore, no family that is or has been a guest of the RMH may be used for advertising in connection with the event or endeavor.
7. Event sponsor agrees to comply with all necessary local or government regulations. This includes, but is not limited to, registering with the appropriate agencies, purchasing insurance, and following all rules of disclosure currently required by the IRS, and required licenses or permits.



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8. The sponsor/organization holding the event intended to benefit RMH agrees to indemnify and hold RMH harmless from any and all claims that may arise as a result of this event.
9. Sponsor agrees to submit all promotional material using Ronald McDonald House's name for approval prior to printing. Additionally, Sponsor agrees to submit the name of any business to be solicited for support, in advance, to the Ronald McDonald House, so that conflicts with sponsors and donors who may already be involved with other fundraising efforts benefiting Ronald McDonald House can be avoided.
10. Any endeavor that requires RMH to solicit its donors or Board of Directors to make or solicit purchases will not be accepted.
11. Sponsor shall perform all things necessary for the successful completion of the Fundraising Event, and shall assume full obligation and responsibility for the payment of all expenses in connection therewith, without regard to the amount of funds collected for the Event.
12. Sponsor agrees to deliver to RMH, promptly after the completion of the Fundraising Event, the proceeds, including pledges, and to provide a written accounting of the Fundraising Event if requested by RMH.

Please initial that you have read the above guidelines. \_\_\_\_\_

Thank you for supporting the Ronald McDonald House!