



Event Guidelines

Thank you for considering the Dumb Friends League as a beneficiary of your fundraising activities. Please review the following guidelines and policies prior to submitting your event application.

1. Event Application

- Your event coordinator should contact the Dumb Friends League in a timely manner (preferably four to six weeks prior to the event date) to seek guidance and request resources. An Event Application must be completed and approved prior to conducting an event for the Dumb Friends League.
- The Dumb Friends League reserves the right to decline association with any event or organization for any reason, including its belief that such an association may have a negative effect on the credibility and/or reputation of the Dumb Friends League.

2. Event Agreement

- Upon approval, you will receive a signed copy of the application agreement for your records.

3. Event Promotion

- Approved events must be promoted and conducted in a manner that avoids the appearance of the Dumb Friends League endorsing any product, firm, organization or service.
- The official logo of the Dumb Friends League should be appropriately used in conjunction with such an event and may not be altered in any way. Any use of the Dumb Friends League logo must adhere to established graphic standards. Please see Guidelines for using the Dumb Friends League name and logo for complete rules.
- Due to commitments we have to our donors, the Dumb Friends League does not provide its database for promotion of an event. For events that anticipate raising at least \$1,000, we will place an ad on the fundraising events page of the Dumb Friends League website.
- It is the discretion of the event coordinator as to the amount of the donation made to the Dumb Friends League (a percentage of or all net revenue); however, a vague disclosure indicating the Dumb Friends League will receive "proceeds," "profits" or "net proceeds" is insufficient. Your participants should know your intentions.
- All sponsor solicitations for the event must be approved by and coordinated with the Dumb Friends League prior to approaching any individual, corporation or foundation for this purpose.

4. Event Requests

- Please remember that our staff is happy to provide advice and guidance, we do not have the personnel to handle the organizational and administrative aspects of a fundraising event.
- Requests for adoptable pets to appear at a fundraising event will be reviewed by the Dumb Friends League on a case-by-case basis.

5. Event Proceeds

- You must notify the Dumb Friends League if another organization also will benefit from this event or promotion.
- The Dumb Friends League cannot make any investment, pay for or reimburse any expenses incurred as a result of a fundraising event. This means that the event must pay all expenses prior to remitting the net revenue to the Dumb Friends League.
- The Dumb Friends League is not responsible for any financial loss and may withdraw support of any event should activities be discovered that undermine the Dumb Friends League mission or reputation.
- The Dumb Friends League asks that you send in the revenue to the Dumb Friends League from your event within 30 days of the event.