



Dumb Friends League Third Party Event Guidelines

Thank you for considering the Dumb Friends League as a beneficiary of your fundraising activities. Please review the following guidelines and policies. The 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 League.

- Events must be promoted and conducted in a manner that avoids the appearance of the League endorsing any product, firm, organization or service.
- The official logo of the Dumb Friends League, included in this packet, should be appropriately used in conjunction with such an event and may not be altered in any way. Any use of the League’s logo must adhere to established graphic standards. Please see the attached guidelines for name and logo usage for complete instructions.
- Due to privacy policies, the League does not provide its database for promotion of an event or outside fundraiser. For events raising \$500 or more, we will place an ad on the fundraising events page of the League’s website, ddfl.org. For events raising \$5,000 or more, an event contract will be requested. With this partnership, additional benefits will be provided to the fundraiser by the League.

Expected Revenue	Listed on the League’s event page	Twitter Post & Facebook & Instagram Story	Volunteer support	Staff support	Additional marketing
\$500 - \$1,499	X	X			
\$1,500 - \$4,999	X	X	X		
\$5,000 +	X	X	X	X	X

- A vague disclosure indicating the League will receive “proceeds,” “profits” or “net proceeds” is insufficient. Your participants should know your intentions i.e. 20% of sales for the weekend will be donated to the League.
- Please remember that the League does not have the resources to provide organizational and administrative event support, however, we are happy to offer advice and guidance.

- You must notify the League if another organization will also benefit from this event or promotion. OR, If other organizations also benefit from the event, please notify the League in advance.
- The League cannot promote or partner with companies that conflict with League contractual sponsorships i.e. pet food companies.
- The 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 new revenue to the League.
- The League is not responsible for any financial loss and may withdraw support of any event should activities be discovered that undermine the League's mission or reputation.
- Revenue from the event is expected within 30 days of the event's completion.