

**Kansas Humane Society**  
**Third-Party Event Application Process**

Thank you for your interest in partnering with the Kansas Humane Society for a fundraising event. Because we are funded entirely by private donations and fees for service, we rely on the generosity of people like you to help us fulfill our mission, provide care for the 16,000 animals we receive each year and move ever closer to our vision.

We work hard to create corporate and third-party relationships that are mutually beneficial. This document outlines our approval process for third-party events and will help ensure that your event is as successful as possible.

*Because of our limited resources, events that require no additional work from the Kansas Humane Society are highly encouraged and greatly appreciated!*

***Please do not print any materials, pursue any media publicity or solicit cash or in-kind sponsors until you have received written approval for your event from the Kansas Humane Society.***

#### THE BASICS

- In general, the Kansas Humane Society will be unable to provide administrative, volunteer or logistical assistance for your event. Your organization must have the means to sell tickets, staff the event, send and track invitations, initiate publicity and commit the necessary funds for advertising.
- Please keep in mind that while we are very appreciative of your intentions, we must protect the good name and positive reputation of the Kansas Humane Society. To accomplish this, we follow the Better Business Bureau Wise Giving Alliance guidelines, KHS branding guidelines, IRS requirements and risk management insurance requirements. This will not only protect KHS, but will protect you as well.

#### THE PROPOSAL

- Please complete the attached application at least 90 days prior to your event and return it to KHS by:
  - E-mail: [horand@kshumane.org](mailto:horand@kshumane.org)
  - Fax: 316-554-0356
  - Mail: 3313 N. Hillside, Wichita, KS 67219
- Once your application has been received, it will be reviewed by our development team. We will do our best to contact you within 14 days with our decision. Please do not move forward with your plans until you have been notified of our decision in writing.

**Kansas Humane Society  
Third-Party Event Application**

**Step 1: Tell us about you and/or your organization**

Today's Date \_\_\_\_\_

Your Name \_\_\_\_\_

Company or organization \_\_\_\_\_

Nature of the business \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

**Step 2: Tell us how money will be raised for the Kansas Humane Society (please provide as much detail as possible. Use additional pages if needed).**

Name of revenue-generating idea, event or program \_\_\_\_\_

\_\_\_\_\_

Who is responsible for organizing this event? \_\_\_\_\_

Brief description of event or idea \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please describe how you plan to raise funds \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date/location of event or fundraising activity \_\_\_\_\_

\_\_\_\_\_

Duration of fundraising activity \_\_\_\_\_

How do you plan to advertise? \_\_\_\_\_

How much money do you expect to raise? \_\_\_\_\_

Anticipated net proceeds (revenue minus expenses) to KHS \_\_\_\_\_

What are the costs associated with this event? Please list estimated expenses. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Will KHS be responsible for any expenses?  Yes  No

Do you envision requesting financial assistance from KHS?  Yes  No

Are you requesting use of the KHS logo?  Yes  No

If approved, how do you plan to use the Kansas Humane Society name and logo? (Examples: invitations, flyers, press releases, materials, newsletter, etc.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Have you ever coordinated or been involved in a project like this before? If so, please describe.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Step 3: Review, sign and return your application to KHS**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_

Your daytime phone \_\_\_\_\_ Your e-mail \_\_\_\_\_

Please return to KHS at least 90 days prior to your proposed event by:

- E-mail: [horand@kshumane.org](mailto:horand@kshumane.org)
- Phone: 316-220-8707
- Fax: 316-554-0356
- Mail: 3313 N. Hillside, Wichita, KS 67219

***Thank you for your support of the Kansas Humane Society!***

**Kansas Humane Society  
Third-Party Event Guidelines**

Please review the guidelines below. Your initials indicate that you have read and understand these guidelines and agree to abide by each.

*Initial*

\_\_\_\_\_ All agreements related to fundraising activities conducted by a third party on behalf of the Kansas Humane Society shall be in writing and shall clearly describe the rights, duties and obligations of all parties involved.

\_\_\_\_\_ In general, the Kansas Humane Society will be unable to provide administrative or logistical assistance for your event. Your organization must have the means to sell tickets, staff the event, send and track invitations, initiate publicity and commit the necessary funds for advertising.

\_\_\_\_\_ All advertising and promotional materials for the event must clearly disclose to the public the specific amount of money or percentage from the consumer's purchase that will be donated to KHS.

\_\_\_\_\_ For the protection of the consumer, the Better Business Bureau requires that the anticipated amount or percentage of the proceeds from sales to benefit a charity be posted at the point of purchase (ex: \$1 of each purchase goes to help the Kansas Humane Society or 25% of each purchase goes to the Kansas Humane Society).

\_\_\_\_\_ If the Kansas Humane Society logo is approved for use for your event, all promotional material related to your event must be reviewed and approved by the Kansas Humane Society prior to its production and distribution to the public.

\_\_\_\_\_ The Kansas Humane Society does not endorse products or services of any kind.

\_\_\_\_\_ As a responsible steward of private donations, the Kansas Humane Society works to keep our expenses at or below 25% of our gross revenue. While we do not mandate an

expense ratio policy for third party events, we strongly encourage individuals or organizations that conduct events to benefit KHS, to also be good stewards of their funds.

\_\_\_\_\_ Any individual or organization conducting an event is responsible for obtaining all necessary permits and insurance (General Liability Insurance, etc.). They must also name the Kansas Humane Society of Wichita, Kansas as additional insured on the liability insurance for the event. If the event is an athletic or sporting event, they must require all participants to sign a waiver/release of liability.

\_\_\_\_\_ KHS works with various sponsors/underwriters for the events we conduct throughout the year. In order to ensure that there is no conflict with our current or prospective sponsors/underwriters, you must obtain written approval from KHS prior to soliciting sponsors/underwriters for your event.

\_\_\_\_\_ Individuals or organizations conducting events benefiting the Kansas Humane Society must not offer sponsors, underwriters or attendees the option of writing their checks for the event directly to the Kansas Humane Society for tax purposes and they must not make any statement or take any action that implies those payments are tax-deductible. Sponsors, underwriters, attendees or participants must make their payment for the event directly to the individual or organization conducting the event. Event organizers are responsible for complying with all IRS regulations.

\_\_\_\_\_ If a sponsor, underwriter or participant is interested in making a donation directly to KHS (separate and apart from the event fee), we are happy to accept and acknowledge those donations.

\_\_\_\_\_ Any products, services or other goods sold at or in conjunction with events must be non-controversial in nature.

\_\_\_\_\_ Third-party event organizers must obtain written permission from KHS before using Kansas Humane Society logo or marks in conjunction with their event. The Kansas Humane Society reserves the right to accept or deny the use of its logo.

\_\_\_\_\_ Individuals or organizations conducting events that benefit the Kansas Humane Society, should present KHS with a check for the event proceeds within 14 days following conclusion of the event.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name