



Third Party Event Guidelines

A third party event is an external fundraising event, hosted by a Homeward Pet Adoption Center ("HPAC") supporter, to raise monetary donations, collect shelter supplies, encourage adoptions or raise awareness.

To make your event as successful as possible, and preserve the integrity of HPAC guidelines & branding, we request that you or your organization ("the sponsor") agree to the following:

1. Complete the attached Event Approval form and submit at least 3 weeks prior to your planned event date. HPAC staff will review and respond no later than 3 days after receipt.
2. The HPAC name and logo may only be used after your Event has been approved, and then only in connection with the approved Event. HPAC must proof all materials, including advertising and press releases, using the HPAC name and/or logo.
3. The amount or percentage of monies donated to HPAC should be included in all advertising and promotion of the Event.
4. All donations or proceeds should be delivered or mailed to HPAC within 2 weeks of receipt. Checks should be made out to Homeward Pet Adoption Center.
5. The sponsor shall be responsible for advertising, promotion and logistics of the Event, and shall assume full obligation and responsibility for the payment of all expenses in connection with the Event, without regard to the amount of funds collected for the event. HPAC will not underwrite any portion of the Event, nor be responsible for any expenditure related to the Event, including its promotion.
6. The sponsor agrees to indemnify and hold HPAC harmless from any and all claims that may arise as a result of this Event.
7. In all promotional materials, HPAC must be specified as the Event beneficiary. All materials should clearly indicate the sponsor as the host of the Event. Example: "Timber Creek's Photos with Santa, a benefit for Homeward Pet. "
8. For Events approved by HPAC, HPAC will assist with the Event promotion through our social media, website blog and event calendar.

I have read the *Third Party Event Guidelines* and agree to comply with all outlined.

Signature

Date

Printed Name & Title: _____

Organization: _____

Phone: _____ **Email:** _____

If you have any questions about the above guidelines, please contact events@homewardpet.org or 425.488.4444 ext. 4015.