



Third Party Event Guidelines

Thank you for your interest in hosting an event to support Literacy Volunteers of Rochester (LVR)!

Prior to hosting an event to benefit LVR, please fill out a **Third Party Event Proposal**. The proposal must be submitted and approved by LVR before the event is advertised or held. Fundraising events must also comply with all relevant state and federal laws.

Please remember that while LVR staff can provide advice and guidance, we do not have the personnel to handle the organizational and administrative aspects of a third party event.

Intent

- All money raised for LVR will be used to maintain and expand our programs, which improve the reading, English language, math, and digital literacy skills of adults throughout Monroe County, New York.

Event Date

- The event time and date must be included on the Third Party Event Proposal. Additionally, the time and date must be approved by LVR to ensure no duplication of event or event dates. This will allow for sufficient time between events to maximize support, enthusiasm, and attendance at all events.

Literacy Volunteers of Rochester Name and Logo Usage

- The LVR name and/or logo cannot be used for any purpose until written permission is given.
- LVR must review all promotional materials that include the logo or name, including press releases, public service announcements, scripts, posters, brochures, etc., before they are used or made public.
- The proper use of the name is: **Literacy Volunteers of Rochester**.
- There are black-and-white and color versions of the logo, which will be emailed to the contact person listed on the Third Party Event Proposal, once approved.

Event Promotion

- LVR can help promote your event through our website, Facebook page, Twitter, and email blasts, if and when appropriate.
 - Event organizers should like/follow LVR on Facebook and Twitter to enable cross-promotion via social media. Postings by event organizers should include the hashtag @LVofRochester.
- LVR can issue a press release supplied by the host organization and provide a quote for the release.
- A representative from LVR can attend, when appropriate and available, to make a speech, take pictures, and for check presentations.
- LVR will provide you or your organization with recognition through a thank you letter, a thank you via our social media channels, and a thank you in our newsletter which recognizes you and/or your organization's event efforts.

- Because of commitments we have to our members and donors, LVR does not provide its database for promotion of a third party event. In addition, we are not able to guarantee attendance or volunteers at the event.

Event Expenses

- The host group of the third party event is responsible for all expenses.
- LVR does not advance monies for third party events or pay for any event-related expenses.

Invitation Language

- Promotions for the event should reflect LVR as a beneficiary, and not conducting the event (i.e. “proceeds from XYZ Golf Tournament will benefit Literacy Volunteers of Rochester”).
- If the event benefits any organization other than LVR, including the host organization in any capacity, it must be stated as such on all materials (i.e. “a portion of the proceeds to benefit Literacy Volunteers of Rochester”).

Tax Exempt Status

- LVR’s sales tax exemption (on purchases) cannot be extended to any third party event or fundraising effort.
- Individual checks from attendees or a check from the third party for the proceeds from the event must be sent to the following address within 30 days of the last day of the event:

Literacy Volunteers of Rochester
1600 South Ave., Suite 100
Rochester, NY, 14620

- LVR should receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records.

Soliciting Sponsorships/In-kind Donations

- Please provide a list of all potential sponsorship contacts, including all potential in-kind donors, in advance, so that we may provide you with any outstanding commitments or relationships a company has to LVR. LVR cannot solicit sponsors for your fundraising event.
- LVR cannot solicit in-kind donations for third party events. In-kind support is defined as a donation of a product or service, such as printing or an auction item.
- The value of in-kind sponsors/donations should not be included in your total event revenue.

Cancellation, Liability & Changes

- The event organizer will acquire all essential insurance, permits and licenses.
- LVR reserves the right to direct a third party to cancel an event at any time. If so directed, the third party agrees to release LVR from any and all liability and connection to such action.
- All changes to your fundraising event that differ from your original Third Party Event Proposal must be reported to LVR for approval.