

GUIDELINES

For approved third party events/promotions, the Third Party Event Organizer(s) and the CMHA are required to adhere to the following guidelines:

The CMHA Brand

- It is important for the CMHA to uphold brand integrity and consistency in dealing with the public. The use of CMHA “Proud Supporter” logo is permitted for third party fundraisers.
- The use of the CMHA name is permitted only with CMHA approval.

Promotional Materials

- The CMHA will have final, signed approval on ALL promotional materials. (brochures, flyers, advertisements, public and media communications)
- CMHA must review and approve all promotional materials (including, but not limited to, letters, brochures, press releases, flyers, and advertising) prior to distribution.
- CMHA name is not permitted on any product packaging.
- All promotional materials must clearly state the percentage of proceeds or portion of ticket price that will be donated to CMHA.

Financing and Insurance

Only the final net proceeds will be processed by CMHA. Under no circumstances will third party revenues and expenses flow through the CMHA.

The CMHA will not underwrite any third party event, and the CMHA insurance will not cover third party events.

Donations and Sponsorship

Applications will provide a list of sponsors who will be asked for support, including a description of their donation and/or sponsorship, plus its retail value as well as contact information. This information will allow the CMHA to better recognize partners within the community.

- The CMHA will have the final approval of the solicitation of all sponsors.

- The CMHA will not solicit sponsors on behalf of Third Party Event Organizer(s), nor will they provide contacts for sponsorships.

Gaming (Including Raffles, 50/50 Sales and Licenses)

Third party events involving licenses and fees will conform to government regulations; (federal, provincial and municipal) including requirements by the licensing body on the distribution and use of funds. It is the sole responsibility of the Third Party Event Organizer(s) to fill out and submit all such applications. A minimum of five business days must be given to the CMHA to review such licenses. Third Party Event Organizer(s) will pay the fees for said licenses and are responsible for filing post event forms/reports.

Accountability

Third Party Event Organizer(s) will:

- Keep a record of revenues and expenses for submission to the CMHA if requested.
- Provide periodic status reports to the CMHA on an agreed-upon basis.
- Provide reasonable notice of any third party event cancellation.
- Will inform the CMHA if the third party event is to benefit other charity partners.
- Will be responsible for any financial losses or unsettled accounts.

Third Party Event Organizer(s) will not:

- Name the CMHA in, or sign contracts on behalf of Third Party Event Organizer(s) without the CMHA's written consent.