

Special Events guidelines



The Children's Hospital
Foundation

Events and promotions

The Children's Hospital is pleased to be selected as the beneficiary of financial support from special fundraising programs, events or projects by generous individuals, groups and organizations.

In order to ensure that all proposed fundraising events or appeals to the general public are registered and authorized, we have the following requirements.

Guidelines

- Fundraising event or appeal organizers/sponsors/organizations must complete and submit an application for review at least 60 days prior to the fundraising event or appeal's start date.
- Fundraising event or appeal organizers/sponsors/organizations may not use the name "The Children's Hospital," any iteration of The Children's Hospital brand or logo, or any other term implying endorsement by or support of Children's without authorization by The Children's Hospital Foundation.
- The Children's Hospital Foundation must approve any use of the name "The Children's Hospital" or any iteration of The Children's Hospital brand or logo prior to printing or release to the news media.
- The fundraising event or appeal must have no conflict with government regulations or licensing. It is the organizer's responsibility to ensure the event or appeal is legal under Colorado law.
- The fundraising event or appeal organizer/sponsor agrees to obtain all required permits and licenses.
- The fundraising event or appeal must not contain commercialism that would reflect poorly on The Children's Hospital. We retain the right to refuse any event or appeal.
- The fundraising event or appeal must not exploit children or families who use The Children's Hospital's services, including but not limited to photographs of children.
- The Children's Hospital and The Children's Hospital Foundation assume no responsibility for promoting the fundraising event or appeal.
- The fundraising event or appeal organizer/sponsor/organization agrees to indemnify, refund and hold The Children's Hospital and The Children's Hospital Foundation harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities damages, recoveries and deficiencies, including interests, penalties and reasonable attorney's fees that shall be incurred or suffered by The Children's Hospital and The Children's Hospital which arise, result from or relate to the fundraising event or appeal, the organizer/sponsor/organization's performance of its agreement as specified in these guidelines and the Fundraising Event Application Form or Promotions Application Form.



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Guidelines continued

- If a professional fundraiser or promotions person is hired to coordinate a special event that benefits The Children's Hospital, The Children's Hospital Foundation will be notified immediately. The professional organizer/promotions person and the fundraising event or appeal organizer/sponsor/organization do hereby agree to adhere to all federal, local and state laws and assure that compensation to any professional fundraisers or promoters shall not be based on commission or percentage of monies raised.
- Additionally, the fundraising event or appeal organizer/sponsor/organization agrees to submit the name of any businesses to be solicited for support, in advance of such solicitation, to The Children's Hospital Foundation so conflicts with sponsors and donors who may already be involved with other fundraising efforts benefiting Children's can be avoided.
- Within ninety (90) days of the event's completion, the fundraising event or appeal organizer/sponsor/organization will deliver all net proceeds from the event or appeal to The Children's Hospital Foundation, 13123 E. 16th Ave., Box 045, Aurora, Colorado 80045.