



Third-Party Fundraising Agreement

Name of fundraising event/activity: _____

Name of group/individual raising funds: _____

Date(s) of fundraising event/activity: _____

Location (if applicable): _____

Detailed description of fundraising event/activity:

* Event Requests (if available):

Assistance processing donations

Volunteer(s) **45 Days' Notice is Required**

Donation Boxes

Brochures

Branded Tablecloth

Other _____

*** Although we would love to attend all third-party events, we are often unable due to limited time and the daily work we do to support our families.**

Contact name: _____

Mailing address: _____

Phone: _____ Email: _____

Location (if applicable): _____

Will any other person be responsible for handling donations in support of this fundraiser? Yes/No

If **Yes**, Name: _____ Phone/Email: _____

Expected date to receive funds/items (within 30 days of event/activity): _____

Gross profit expected: \$ _____ Estimated expenses: _____

Estimated amount to be donated to Ronald McDonald House Albany: _____

Please specify the actual amount/percentage of a donor's contribution that will directly benefit Ronald McDonald House Albany (e.g. \$5 for every item purchased OR 50% of net proceeds):

The language entered above must appear in all advertising, promotion and contact with donors/participants.

We will hold McDonald's, its subsidiaries, affiliates, and franchisees, Ronald McDonald House Albany, the organization and their respective trustees, directors, officers, employees, volunteers, and agents harmless from and against any and all claims, liabilities, judgments, penalties, settlements, losses, damages, and expenses, including court costs and reasonable attorney's fees, incurred or suffered by these parties in connection with or as a result of the event. In addition, I have read and understand the rules related to third party fundraising and agree to adhere to all guidelines outlined by Ronald McDonald House Albany.

Third-Party Signature: _____ Ronald McDonald House Signature: _____

Title: _____ Title: _____

Date: _____ Date: _____

Note: Please be sure to review brand guidelines below.

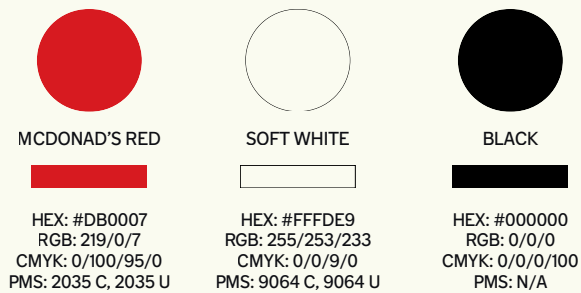
Please complete this form and return to:

Suzanne Runyan at srunyan@ronaldmcdonaldhousealbany.org

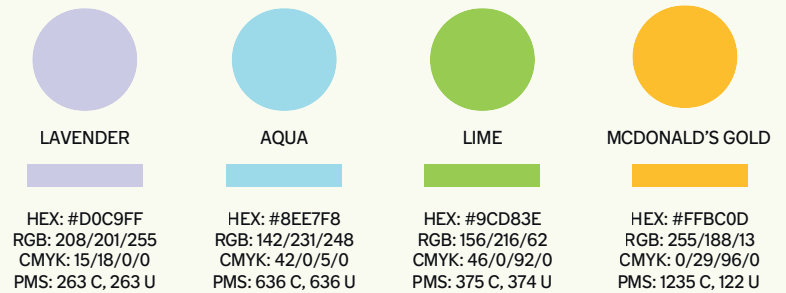
139 South Lake Avenue Albany, NY 12208 (518) 438-2655

RONALD MCDONALD HOUSE ALBANY BRAND GUIDELINES: THIRD-PARTY EVENTS

PRIMARY COLORS



SECONDARY COLORS



APPROVED LOGOS

All businesses and organizations fundraising on behalf of Ronald McDonald House Albany should use the approved logo shown below. The text “Benefiting” must accompany the standard Ronald McDoand House Albany logo.



Please note:

- Logo colors should NOT be altered.
- Please do not stretch or distort the logo.
- Do not add effects or embellishments (like embossing or shadows).
- Do not separate elements of the logo (heart, house, words) or change the scale of the elements.

KEY CONSIDERATIONS

Please be sure to use our full name, Ronald McDonald House Albany, in all communications. Our name should not be shortened nor abbreviated.

The “Benefiting Ronald McDonald House Albany” logo is available in various formats (JPEG, PNG, EPS) as well as in a reverse color format for dark backgrounds. If you do not have the appropriate format for your needs, please reach out to Events Manager Suzanne Runyan at srunyan@rmhcofalbany.org.

We kindly request that you share any materials containing the Ronald McDonald House Albany logo with us prior to planned production/distribution.

***Thank you for supporting the children and families
served by Ronald McDonald House Albany!***