



# Ronald McDonald House Winnipeg

## Application for Special Event

Thank you for your interest in supporting the Winnipeg Ronald McDonald House. Please complete the following application and return for approval to: Ronald McDonald House, 566 Bannatyne Avenue, Winnipeg, MB R3A 0G7 or fax to (204) 774-2160.

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email \_\_\_\_\_

Please circle the category that best describes your organization:

Corporation/Business    School    Community    Service Club    Other: \_\_\_\_\_

### EVENT INFORMATION

Event description: \_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Target Market for Event:

Employees    Customers    Members    General Public    Other: \_\_\_\_\_

### PUBLIC RELATIONS INFORMATION

How will you be promoting your event? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Which of the following would you use to promote your event?

#### Medium

#### Date of Distribution

Internal Promotion (i.e. newsletter)

\_\_\_\_\_

Posters/Flyers

\_\_\_\_\_

Advertisements

\_\_\_\_\_

Public Service Announcements

\_\_\_\_\_

Other:

\_\_\_\_\_

What support or assistance would you like from the House? (i.e. brochures, posters, representative at the event)

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**Note:** When promoting your event, the purpose of raising dollars for Ronald McDonald House needs to be clearly stated. It is required that our official name and logo be used, and **that we approve the use of our name and logo on any print materials prior to printing or distribution.**

**FINANCIAL INFORMATION**

Estimated Income from the Event \$ \_\_\_\_\_

Estimated Expenses from the Event \$ \_\_\_\_\_

Estimated Donation to the House \$ \_\_\_\_\_

or \_\_\_\_\_% of Ticket Sales

or \_\_\_\_\_% of Raffle Sales

Will tax receipts be required? Yes No  
(Note: tax receipts will only be issued for amounts over \$10.00)

Will other charitable organizations benefit from this event? Yes No

If yes, please list: \_\_\_\_\_

Once your event has taken place, the House then relies on your donation. It is very important that your donation be submitted to the House office **within 30 days** of your event.

Please be advised that by publicly naming Ronald McDonald House as the benefactor of your event or promotion, you are required to donate the full amount of the proceeds raised on our behalf. Ronald McDonald House is not responsible for any financial losses.

Thank you for your commitment to the House!

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (print): \_\_\_\_\_ Title: \_\_\_\_\_

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Approved by Ronald McDonald House:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (print): \_\_\_\_\_ Title: \_\_\_\_\_