

**To:** Prospective Third Party Activity Coordinators  
**From:** The Boston Pride Committee  
**Re:** Collaborative Opportunities

Thank you for your interest in working collaboratively with the Boston Pride Committee. We are fortunate to receive numerous proposals from other organizations, businesses and individuals interested in planning events for or with us, sharing marketing opportunities, and trading services. We are happy to work with various partners in the community and have created the following document to expedite the process by which we become officially aligned with a Third Party Activity. This enclosed form must accompany all Third Party proposals.

Submission of required documents is due at least four months prior to the date of your proposed event/activity. Each proposal is carefully reviewed and evaluated for feasibility and suitability with our organization's goals and objectives.

**The following is a partial list of the criteria that will be used to evaluate your proposed collaboration:**

- Does the activity support and promote the mission and image of Boston Pride?
- Does the activity have a realistic budget, timeline, and plan?
- Does the activity fit within the scope of other events already planned?
- Who will coordinate the activity and is there a planning committee?

**What the BPC Can Do For You:**

- Offer event planning expertise and advice
- Approve the use of The Boston Pride Committee's name and/or logo. (Please note that under all circumstances, the use of Boston Pride's brand, logo, or name requires written authorization from The Boston Pride Committee and must be approved before usage.)
- Acknowledge direct contributions to The Boston Pride Committee
- Provide a letter of support to validate the authenticity of the event and its organizers
- Promote your event/activity on our Official Calendar of events
- Provide, when requested and when possible, staff support, event speakers, publicity, promotional materials and/or merchandise, and/or other miscellaneous peripheral event support. (Due to staff limitations, these services may not be available for all events.)

If you are interested in planning a Third Party Activity with or for Boston Pride, your first step is to complete, sign and submit the necessary documents enclosed.

*Thank you again for your interest in working with the Boston Pride Committee. Please allow at least two weeks for the Boston Pride Committee to review and respond to your proposal. Ideas and activities such as yours help us to enhance the visibility of the LGBT Community.*

## GUIDELINES FOR THIRD PARTY ACTIVITIES

### 1. Support and promote the mission and image of the Boston Pride Committee (BPC).

- A. The Boston Pride Committee, Inc., serving the lesbian, gay, bisexual, transgender (LGBT) and allied community, works to enhance the visibility of Boston's LGBT community through a week of events each June, in conjunction with year round activities, to promote LGBT awareness, dignity, and understanding.

### 2. Permission:

- A. The BPC retains a fiduciary and ethical duty to ensure that its name is being used properly, that funds are being handled and accounted for in a responsible manner, and that fundraising activities are consistent with its mission and public image.
- B. All fundraising events for the BPC require written permission in advance. Do not make public announcements or promote the event until you receive approval of your event proposal.
- C. All fundraising events must comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events.

### 3. Event Promotion & Logo Usage

- A. Any use of the BPC name and/or logo must be approved by the BPC in writing prior to use by the Third Party. The BPC logo is a registered servicemark and cannot legally be reproduced without written permission.
- B. The BPC must review and approve in writing all promotional materials (including press releases, public service announcements, scripts, posters, ads, brochures, etc.) before they are used.
- C. Once your event is approved it will be added to Boston Pride's official calendar on [www.bostonpride.org](http://www.bostonpride.org). The BPC can also promote your event in its monthly newsletter which reaches over 1,000 supporters.
- D. For Fundraising Events: All promotional materials must state that your event is raising funds to benefit the BPC. In other words, the BPC must be identified as the beneficiary of the event, not the sponsor. For example, organizers should not characterize an event as "Boston Pride's Spring Soiree" but rather it should be promoted as "A Spring Soiree to benefit Boston Pride." This rule applies to all invitation copy, as well as advertising and promotional activities.

### 4. Financial Guidelines

- A. The BPC's tax-exemption status cannot be extended to any Third Party Activity, Host, Event or otherwise.
- B. For Fundraising Events: Event expenses must be less than thirty percent (30%) of the total amount raised, excluding in-kind donations.
- C. For Fundraising Events: If event expenses are greater than the total revenue generated, the Third Party conducting the event is responsible for payment of outstanding and additional expenses.
- D. For Fundraising Events: Payment of proceeds generated by the event and due to the BPC must be sent to the BPC within 30 days after the event.

### 5. Sponsorship & In-kind Donations

- A. The Boston Pride Committee does not advance monies, provide donor lists, or solicit sponsorship revenue or in-kind donations (products or services such as silent auction items or printing) for external fundraising events planned by a Third Party.
- B. For Fundraising Events: The value of in-kind donations should not be included in your total event revenue.
- C. For Fundraising Events: In order to guarantee proper acknowledgement and tax documentation to event donors, the Third Party is required to provide the BPC with a list of all donors and donations within 30 days after the event. *See Donation Record section on the Proposed Budget page.*

### 6. Cancellation, Liability & Changes

- A. You must advise the BPC of any changes to your event/activity proposal.
- B. If circumstances warrant, the BPC may, at any time, cancel the event or withdraw their involvement. You thereby agree to cancel the event, if so directed, and further agree to release the BPC and all its officers, directors, members and volunteers from any and all liability in connection with such action.
- C. The Third Party agrees to defend, indemnify and hold harmless the BPC and all its officers, directors, members, and volunteers against any and all claims and/or liabilities that may arise as a result of the event. In the alternative, the Third Party may obtain a general liability insurance policy, which covers claims and liabilities arising out of the event and must name the BPC as an additional insured.

**I have read and agree to follow the above stated guidelines.**

**Name:**

**Date:**

**Signature:**

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*Keep one copy of these guidelines for your records and return the signed original with your complete Event Proposal Form to the BPC.*

## Third Party Activity Proposal

Type of Activity:	<input type="checkbox"/> Fundraising Event	<input type="checkbox"/> Non-Fundraising/Social Event	<input type="checkbox"/> Product Placement	<input type="checkbox"/> Media/Promotional	<input type="checkbox"/> Other (describe):
Host Organization/Individual:					
Description of purpose/mission of Host Organization:					
If Host is an individual, provide a brief description of professional/social affiliations/interests:					
Event Coordinator:					
Address:					
City:		St:		Zip	
Phone:		Email:			

Name of Event:			
Location:		Date:	
Address:			
City:		St:	Zip:
Describe the event:			
Event Timetable & Agenda:			
Plans for publicity and event promotion. In particular, any proposed use of the BPC name/logo:			

### For Fundraising Events Only:

Fundraising Methods (admission, auction, sponsorships...):
Benefits provided to attendees:

**FOR FUNDRAISING EVENTS ONLY  
PROPOSED BUDGET**

**INCOME:**

Ticket Sales	\$
Auction	\$
Food/Beverage	\$
Sponsorships	\$
Other:	\$
Other:	\$
Other:	\$
Other:	\$
<b>EXPECTED INCOME:</b>	<b>\$</b>

**EXPENSES:** *(List all costs even if you expect them to be donated)*

Location	\$
Food/Beverage	\$
Printing (tickets, posters etc)	\$
Advertising	\$
Prizes	\$
Other:	\$
Other:	\$
Other:	\$
Other:	\$
<b>EXPENSES:</b>	<b>\$</b>

**SUMMARY**

<b>EXPECTED INCOME:</b>	<b>\$</b>
<b>EXPENSES:</b>	<b>- \$</b>
<b>NET REVENUE:</b>	<b>= \$</b>

**NET REVENUE DISTRIBUTION**

<b>NET REVENUE:</b>	<b>\$</b>
<b>REVENUE for Third Party:</b>	<b>\$</b>
<b>REVENUE for BPC:</b>	<b>\$</b>

**DONATION RECORDS:** The Third Party must provide the following information for all sponsors and donors (including in-kind donations) within 30 days after the event:

- Company
- Company Contact
- Address
- Phone
- Email
- Donation Description
- Donation Value