



Bleeding Disorders Association
of Northeastern New York
333 Broadway, Suite 320, Troy NY 12180
518-729-3577
www.BDANENY.org

THIRD PARTY EVENT PACKET

Thank you for considering organizing a special event to benefit the Bleeding Disorders Association of Northeastern New York (BDANENY). We sincerely appreciate your enthusiasm and support of our mission of advocating for the health and care of children and adults affected by the challenges of hemophilia and von Willebrand Disease.

To help us better assist you, please read our Special Events Packet and complete the enclosed Special Event Proposal Form and return it to the BDANENY, 333 Broadway, Suite 320, Troy, NY 12180, or email it to memberservices@bdaneny.org.

Again, thank you for your support of the BDANENY. Should you have any questions, please contact the Association at 518.729.3577.

Thank you!



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SPECIAL EVENTS PROCEEDURE

PROMOTION

The prior written approval of the Bleeding Disorders Association of Northeastern New York is required before the “Bleeding Disorders Association of Northeastern New York” or “BDANENY” name may be used in connection with any fundraising event.

The event will be promoted and conducted in a manner to avoid statements or appearance of endorsing any product, firm, organization, individual or service.

BDANENY reserves the right to decline any sponsorship.

The official logo of BDANENY may be appropriately used in conjunction with such an approved event, but may not be altered in the typeface, color or configuration. Any use of the BDANENY logo must adhere to established graphics standards. Use of the logo is reserved exclusively for specific events and campaigns that involve BDANENY as the beneficiary.

BDANENY must review and approve all promotional materials including use of logo, advertising, letters, brochures, flyers and press releases prior to production and distribution.

Promotional or other expenses may not be paid with BDANENY funds. The sponsor of the event must pay any such expenses. The sponsor may not incur any financial or other obligations on behalf of BDANENY.

LIABILITY

The Bleeding Disorders Association of Northeastern New York is not financially or otherwise liable for the promotion and/or staging of third party special events.

Responsibility/liability for the serving and consumption of alcohol lies exclusively with the event organizer.

Special event organizers must provide any required insurance certificates. BDANENY cannot be held responsible in any way for causalities and/or situations that occur at your special event.



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TAX INFORMATION

The Bleeding Disorders Association of Northeastern New York has been approved by the IRS as a charitable (qualified) organization as defined by the Internal Revenue Code Section 501(c)(3), meaning that contributions to the BDANENY qualify as charitable contributions in accordance with the IRS.

The Tax ID number will be provided where appropriate for reporting purposes.

BDANENY can only give tax receipts to individual and organizations from whom we receive donations directly. Checks must be written out to “Bleeding Disorders Association of NENY” or “BDANENY” in order for us to process donations and send receipts.

HOW WE CAN HELP:

- Event planning advice and expertise
- Use of BDANENY banner and brochures upon request
- Provide a letter of support on BDANENY letterhead that states you are working on our behalf
- Event information included on our email blast and Facebook page
- Promotion of event to our online BDANENY community
- Provide staff support in some instances

WHAT THE BDANENY CANNOT DO:

- Provide insurance or liability coverage
- Provide gaming, raffle or liquor licenses
- Provide funding for expenses and/or sponsorship



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SPECIAL EVENTS PROPOSAL FORM

Thank you for choosing the BDANENY as the beneficiary of your event.

Please note: If you wish to hold an event on behalf of the BDANENY, you must complete this application for review by the BDANENY Board of Directors. Due to staff limitations we may not be able to approve all requests. Please return completed form to:

BDANENY
333 Broadway, Suite 320
Troy, NY 12180
Or email to memberservices@bdaneny.org

Event Description	
Date Submitted	
Organization Name (if applicable)	
Contact Person	
Contact Address	
Contact Phone/Email	
Event Location	
Event Date/Time	
Projected Attendance	
Public or Private	
Ticket Price (If applicable)	

The Bleeding Disorders Association of NENY, Inc. is a non-profit (501c3) organization dedicated to the voluntary service of persons with hemophilia, von Willebrand disease (vWD) and/or other genetic bleeding disorders.



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SPONSOR INFORMATION

Please list sponsors and/or businesses you plan to contact for support of your event.
(Please use additional paper if more space is needed.)

Sponsor Name	
Contact Name & Title	
Phone & Email	
Sponsor Address	
Purpose of Sponsor	
Do they have a previous relationship with BDANENY? How?	

PUBLICITY AND PROMOTION

The BDANENY reserves the right to review all materials that include our name and logo. Please describe the types of promotional activity you will be involved in.

Promotional Activity (posters, press releases, etc.)	
Requested Assistance from BDANENY (logos printed materials, online promotion, etc.)	



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PROJECTED INCOME AND EXPENSES

Projected gross income	
Anticipated costs	
Estimated transmittal date of proceeds	

Applicant has read the attached Special Events Policies and agrees to abide by them. The Bleeding Disorders Association of Northeastern New York is not liable to any party or vendor for any fees, costs, or payment of any kind, and applicant agrees to indemnify and hold harmless the BDANENY against any claims by third parties or vendors for such fees, costs, or payment incurred pursuant to this agreement.

Printed name

Signature of Contact

Date

Approval Signature of BDANENY

Date



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SAMPLE EVENT PLANNING TIMELINE

Use this as a rough guide when planning your event to support the BDANENY. Timelines may be considerably shortened depending on the size and scope of your specific event.

6-12 Months Out

- Start to define the following:
 - **Who-** Who is your audience
 - **What-** What type of event do you want to do (concert, auction, dinner, etc.)
 - **When-** What is your ideal start date or time of year
 - **Where-** State identifying and contacting possible venues for site visits
 - **Why-** What is the purpose of this event and why is it important
- Create a basic budget for the event (ideally the expenses should not exceed 25% of the amount raised)
- Reach out to friends, family, coworkers, or sponsors you want to involve

4-6 Months Out

- Book venue and caterer (if relevant)
- Create program outline (speaker, entertainment, request for support, etc.)
- Confirm any logistical needs
 - Parking, AV equipment, permits, security, port-a-potties, etc.
- Plan out any collateral/promotional needs
 - Invitations, programs, name tags, handouts, tickets, etc.
 - Email invitations, website info, online ticket sales, Facebook promotion, etc.

6-12 Weeks Out

- Invitations out
- All logistics confirmed
- Event timeline solidified

1-2 Weeks Out

- Send briefing information to all program participants (speakers, entertainers, etc.)
- Finalize catering guarantees, confirm with all vendors
- Finalize scripts, seating arrangements, donation collection plan
- Follow-up with invitees who haven't responded

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1-2 Days Before Event

- Reminder to guests
- All materials prepped and ready (name tags, place cards, handouts, donation envelopes, etc.)

Event Day

- Event walk-through if necessary (especially if AV is involved)
- Follow your event timeline
- Collect donations (see guidelines for tax credit information)
- Have fun!

Post Event

- Thank your guests, donors, and sponsors
- Evaluate your event- what worked, what didn't
- Let us know how it went

For questions or suggestions contact the BDANENY at memberservices@bdaneny.org or 518.729.3577.

Thank you for your support of the Bleeding Disorders Association of Northeastern New York.