



**PATRIOT ROVERS**  
SERVING SOLDIERS HONORING HEROES  
[WWW.PATRIOTROVERS.ORG](http://WWW.PATRIOTROVERS.ORG)

## **Third Party Event Guidelines for Charitable Special Events or Promotions Benefiting Patriot Rovers, Inc.**

Thank you for your interest in supporting Patriot Rovers, Inc.

Contributions are important to our organization as we continue to Serve Soldiers, and Honor Heroes. We must however ensure the legality of events using our name and/or logo. Please read through the following guidelines to determine if your project is a suitable match. If so, please submit a cover letter and completed application (see pages 3-4) by e-mail to [info@PatriotRovers.org](mailto:info@PatriotRovers.org). Please feel free to contact us to discuss any of this.

Once the cover letter and application are received, the project will be reviewed. A response will be sent no more than two weeks after the proposal is received.

### **GUIDELINES**

1. As a responsible steward of public funds, Patriot Rovers, Inc. believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to our mission. Therefore, a third party that organizes an event to benefit Patriot Rovers, Inc. is required to keep expenses to 25 percent or less of gross revenue. Exceptions may be made for first year events and on a case-by-case basis.

2. All events held at a specific location require that necessary permits and insurance be held. Some product promotions may be required to do the same based on the type of promotion. The following entities must be added as additional insured parties:

*Patriot Rovers, Inc. 8001 Clinard Farms Rd High Point, NC 27265*

Another requirement for sporting events is a signed waiver/release from all participants. Should a sporting event be approved, Patriot Rovers, Inc. will provide necessary wording for waiver/release.

3. If a third party sells an item as a fundraiser for Patriot Rovers, Inc., the item to be sold must be non-controversial in nature. The public must be told the specific dollar amount from the sale of each item that goes to Patriot Rovers, i.e. \$10 per item sold. If a certain percentage of the sale of an item or ticket goes to Patriot Rovers, the public must be told the specific percentage that benefits Patriot Rovers.

4. A third party must request written permission to use Patriot Rover's name and/or logo (submission of cover letter and application constitutes such a request). All references to the Patriot

Rovers in publicity and promotional materials, on tickets, invitations, etc. should say: *Patriot Rovers, Inc.* We will provide the approved logo and a description of our organization and its mission.

5. All promotional material related to an event benefiting the Patriot Rovers must be reviewed and approved by Patriot Rovers prior to its production and distribution. This includes, but is not limited to, invitations, news releases, newspaper or newsletter articles, website promotion, signage, etc.

6. Third parties must inform the Patriot Rovers of any effort to recruit financial underwriters/sponsors in order to ensure that there is no duplication of underwriting efforts.

7. Patriot Rovers cannot share our mailing lists. However, approved third party events may be posted on the Patriot Rovers website and social media.

8. Patriot Rovers, Inc. is not able to handle any administrative aspects of Third Party Events. While we are able to give you guidance about your event, we do not have the staff to handle administrative tasks such as invitation distribution, compiling RSVPs or selling tickets. The presence of Patriot Rovers at events is on a case-by-case basis depending on availability. Costs for attendance, including mileage and accommodations, if necessary, should be included in the event budget or an underwriter for this expense obtained. Patriot Rovers does not have the budget to cover these expenses.

9. Organizers of the event are responsible for complying with all IRS regulations regarding the event.

10. Organizers of the event should be prepared to initiate publicity for this promotion and commit, if necessary, funds from its advertising budget.

11. Event proceeds and an accounting record must be provided within **30 days** after the conclusion of the special event or promotion. One check to Patriot Rovers, Inc. is preferred. However, if the contribution is from several donors, please provide a listing/Excel spreadsheet detailing the donor names, addresses, amount of gift and check numbers to:

*Patriot Rovers, Inc. 8001 Clinard Farms Rd High Point, NC 27265* so that we can send thank you notes and account for the donation in our records.

### **Liability Waiver**

Neither Patriot Rovers, Inc. nor any of their respective affiliates, directors, officers, registered representatives, contractors or employees, nor any third party vendor, will be directly or indirectly liable or have any liability, whether in contract, tort, strict liability or otherwise, for any direct, indirect, incidental, consequential, punitive or special damages arising out of or in any way connected with this event, its vendors, or anything related to the event.



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***Application to Conduct a Special Event, Benefit, or Promotion to benefit Patriot Rovers, Inc.***

**Date of Application:** \_\_\_\_\_

**Organization or Group:** \_\_\_\_\_

**Contact:**

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Name of Proposed Event:** \_\_\_\_\_

**Description of Proposed Event:** (for additional, attach a one page description)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Date/Time/Location:** \_\_\_\_\_ **Rain date (if an event):** \_\_\_\_\_

**How will you generate money?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Potential Sponsors/Underwriters:**

\_\_\_\_\_  
\_\_\_\_\_

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**Budget Information:** (Please attach details)

Projected Income: \_\_\_\_\_  
Projected Expenses: \_\_\_\_\_  
Projected Donation: \_\_\_\_\_

**Publicity/Promotion:** (Please list all areas, i.e. brochures, radio, print ads, television, etc.)

\_\_\_\_\_  
\_\_\_\_\_

**Insurance:** (Copies of necessary insurance with Patriot Rovers listed as additional insured must be submitted to Patriot Rovers 30 days prior to the event)

Company: \_\_\_\_\_

Type and Amount: \_\_\_\_\_

*Please note: If a sporting event, copy of participant waiver must be submitted 30 days prior to event.*

**Will other charitable organizations benefit?** If so, please name and describe extent.

\_\_\_\_\_  
\_\_\_\_\_

**Assistance needed from Patriot Rovers:**

\_\_\_\_\_  
\_\_\_\_\_

*Applicant has read the attached Guidelines for Conducting Special Events, Benefits or Promotions to Benefit Patriot Rovers, Inc. and agrees to abide by them. Applicant understands that Patriot Rovers must grant approval and a Letter of Agreement must be executed by the parties before Applicant can plan or promote the proposed event. Patriot Rovers shall not be liable to any vendor or other third party for any fees, costs, or payments of any kind associated with the event, and Applicant agrees to indemnify and hold harmless Patriot Rovers, Inc. against any such claims by third parties or vendors for said fees, costs, or payments.*

**Applicant Signature:**

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Name	Date	Title
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Please read the attached guidelines before completing this application. Once completed, fax the application form to 336-931-1333 or e-mail info@patriotrovers.org

*If you have any questions about the guidelines or application please call 336-664-6990*