

RMHC 3rd Party Fundraising Application

Applicant Information

Organization/Company:

Department/Group:

Primary Contact Person:

Title:

Current Address:

City:

State:

Zip Code:

Cell Phone:

Work Phone:

Fax:

Organization's Purpose:

Alternate Contact Name:

Phone #:

Event Information

Event Name:

Description of Event:

Location of Event:

Date(s) of Event:

Time(s) of Event:

Anticipated Attendance:

Fundraising Goal:

Anticipated Income:

Event Budget:

Funds will be generated from the following:

Admission _____ Raffle _____ Auctions _____ Donations _____ Merchandise _____ Other _____

Will another organization benefit from this event? Please indicate the percentage of net proceeds which will be donated to RMHC:

_____ % If less than 100% please explain:

Event Promotion

How will the event be promoted? (before, during and after the event: television, radio, flyers, posters, vehicles, etc.)

<p>Are there any media partners involved?</p> <p>No _____ Yes _____ If yes, which ones? _____</p>
<p>Has your organization ever sponsored an event for RMHC before?</p> <p>No _____ Yes _____ If yes, which events (dates/times)? _____</p>
<p>Do you anticipate this becoming a recurring event?</p> <p>No _____ Yes _____ If yes, how often (annually/monthly, etc.)? _____</p>
<p>What businesses, organizations, individuals or foundations will be approached for underwriting, sponsorship, in-kind giving, or other contributions to help your event?</p> <p>What incentives (if any) will be offered to these sponsors for their support of your efforts?</p>
<p>What, where and how will you use the Ronald McDonald House Charities name and/or logo? <i>(Please note that any printed materials and/or online promotions which include the name/logo of RMHC must be reviewed by the Executive Director prior to usage or publication to ensure that they are consistent with RMHC standards and guidelines.)</i></p>

Thank You For Supporting the Des Moines Ronald McDonald House!

Please complete this application and return it to our offices at:

Ronald McDonald House
 1441 Pleasant Street
 Des Moines, IA 50312
 515-243-2111
 Fax: 515-280-3111
www.rmhdesmoines.org

For more information or questions please contact Brenda Miller at: brenda@rmhdesmoines.org

