



Dravet Syndrome Foundation Fundraising Event Guidelines & Licensing Agreement

Thank you for your interest in planning an event to benefit the Dravet Syndrome Foundation (DSF). We are delighted that you have chosen us to be the beneficiary of your fund-raising efforts and wish you the best of luck with your event. There are countless ways that you can fundraise from hosting a dinner party, to organizing a golf tournament, to donating proceeds from product sales. Funds raised from community-based events will help to support the mission of the DSF, which is to aggressively raise research funds for Dravet syndrome and related conditions, while providing support to affected individuals and families. Your event will also help increase the public's awareness of Dravet syndrome.

Anyone who is interested in planning an event to benefit the DSF should review the attached guidelines and then submit a completed and signed Event Proposal prior to the event. Only events which support our mission and legitimately and genuinely benefit the DSF will be approved. As I am sure you can appreciate, we at the DSF are extremely proud of our reputation and good name. These are the things that enable us to attract funds for research. As a result, we work hard to protect the DSF name and logo and to make sure they are used properly. Once you have reviewed and completed the forms, please return pages 5 & 6 by mail, fax or email to:

Dravet Syndrome Foundation
Attn: Lori O'Driscoll
11 Nancy Drive
Monroe, CT 06468
203-880-9456
lori.or@dravetfoundation.org

We are deeply grateful to you for your interest in planning a fundraising event to benefit the Dravet Syndrome Foundation. Without the generous support of people like you, we would not be able to fund the research that will bring hope to individuals dealing with Dravet syndrome and related conditions. By working together we will find a cure!

With sincere appreciation,
Lori O'Driscoll
President

Event Approval

- The DSF retains a fiduciary duty to ensure that our name is being properly used, that all funds are being handled and accounted for in a reasonable manner, and that the fundraising event is being conducted in a manner that is consistent with the DSF's mission and public image.
- All third party fundraising events require written permission from the DSF in advance. Do not make public announcements or promote the event until you have received approval of your event proposal. Please allow two weeks for the DSF to review and respond to your proposal.
- Fundraising events must comply with all relevant local, state and federal laws.
- The DSF reserves the right to decline association with any person or organization when it believes that such association may have a negative effect on the image of the DSF.
- The DSF reserves the right to decline approval of an event if other non-profit organizations are beneficiaries and/or involved in the event without mutual compliance.
- The third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing/volunteers, and liability.

Promotion and Logo Usage

- All third party events must be promoted and conducted in a manner to avoid statement or appearance of the DSF endorsing any product, firm, organization, or service.
- The DSF must review and approve all promotional materials prior to the production or distribution, including, but not limited to, press releases, invitations, brochures, letters, and flyers.
- The official logo of the Dravet Syndrome Foundation is a registered trademark and cannot be legally reproduced without written permission. In addition, the DSF logo must be used appropriately in conjunction with the event and must not be altered in any way.
- Any materials must clearly state that your event is raising funds that will benefit the Dravet Syndrome Foundation.
- The DSF may promote the event, when appropriate, in one or more of the following ways:
 - DSF website, with a link to the event's website
 - DSF research newsletter
 - Via an email blast to our members

Sponsorship

- The DSF cannot solicit sponsors for your fundraising event and does not provide any donor or volunteer contact information.
- Please provide a list of all targeted sponsors for the event before they are contacted, so that the DSF can provide you with information on their current support and minimize overlap with other DSF sponsors.

*Dravet Syndrome Foundation
Fundraising Event Guidelines*

- In-Kind or product/service donations should be acknowledged and provided with tax documentation.

Financial Guidelines

- Event expense must be less than thirty percent (30%) of the total amount raised.
- The DSF tax-exemption (on purchases) cannot be extended to any event or fundraising effort.
- The DSF must receive a complete accounting of all income and expenses related to the event, including all tangible non-cash related contributions. The DSF reserves the right to inspect all financial records related to the event.
- There are several ways donors can make a gift for your event. They are:
 - Checks made payable to the Dravet Syndrome Foundation
 - Credit card donation through our website at www.dravetfoundation.org
 - Credit card donation through the page you design to benefit the DSF on Firstgiving.com
- The DSF must receive all net proceeds within thirty (30) working days of the conclusion of the event and/or promotion. Please send checks made payable to the Dravet Syndrome Foundation to:

Dravet Syndrome Foundation
11 Nancy Drive
Monroe, CT 06468

Tax Deduction/Donor Acknowledgement

- Third party event organizers are responsible for collecting the names and contact information of all attendees, participants, sponsors, donors, and volunteers and are required for mailing the appropriate materials within thirty working days (30) of the conclusion of the event. The DSF will not be responsible for mailing materials to attendees, participants, or volunteers.
- The Dravet Syndrome Foundation has applied to and been approved by the Internal Revenue Service as a charitable organization as defined by the Internal Revenue Service Code Section 501(c)3, meaning that contributions to the DSF qualify for the maximum charitable contribution deduction under the Internal Revenue Code.
- A donor or participant must be informed that the tax deductible amount of his or her donation is on the amount that is over and above what was received in goods and services. For example, if a participant pays \$200 to participant in a golf outing where the cost per golfer is \$50, the tax deductible amount is \$150.
- If payments are made to the third party event organizer and it is not an IRS qualified organization, the payments will not be deductible for income tax

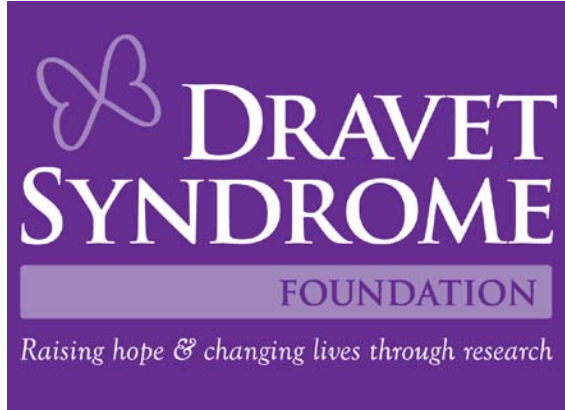
purposes. If the payments are made to the DSF, then they qualify to the fullest extent of the law.

Liability and Cancellation

- Should circumstances warrant, the DSF may at any time direct you to cancel your event. You hereby agree to cancel the event, if so directed, and further agree to release the DSF and its directors, employees, and volunteers from any and all liability and connection to such event.
- The third part event organizers and its donors and sponsors agree to indemnify and hold harmless the DSF and its directors, employees, and volunteers from any and all claims and liabilities in any way related to the event.
- The DSF is not financially liable for the promotion and/or staging of the event.
- Alcohol should not be served unless it is believed to be important to the success of the event. Alcohol disbursement should be via "cash bar" or a set number of tickets and availability should not be promoted. Restaurant or facility staff should serve attendees and/or participants. Proof of age will be required and signs posted to that effect. Alternative means of transportation should be available to attendees and/or participants.
- The DSF may require that your attendees, participants complete a waiver for release form.
- All responsible parties (including event vendors) must provide evidence of liability/property insurance applicable to the activities of the event. The DSF reserves the right to request being listed as an additional insured.

What the DSF Can Do For You

- Offer event planning expertise and advice.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide limited existing DSF promotional and educational materials for your events, such as banners and brochures.
- Provide the official DSF logo for use on promotional materials
- The use of our FirstGiving account to allow you to set up a fundraising page for your event.
- The DSF will attempt to provide, but cannot guarantee, a representative at your event. Please allow a month or more for this request.



Sponsor & Event Proposal

Sponsor/Contact Person:

Address:

Phone: _____ E-mail: _____

Type of Event:

Date & Location:

Event Description:

Fundraising Goal:

\$ _____

Anticipated Expenses: (expenses should be less than 30% of the total amount raised)

\$ _____

Would you like your event to be advertised on our website, www.dravetfoundation.org?

_____ Yes _____ No

If yes, may we include your email & phone number on the posting so those who are interested in participating can contact you? _____ Yes _____ No

We are deeply grateful to you for proposing this event to benefit our organization. Thank you!

Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved by the Dravet Syndrome Foundation, as evidenced by the signature of an authorized DSF representative below

PROPOSED BY:

APPROVED BY:

Signature of authorized representative
of sponsor

Signature of authorized DSF
representative

Print Name

Print Name

Title

Title

Date

Date