

The **ALS THERAPY DEVELOPMENT INSTITUTE** **EVENT FORM**

Your Information

First Name _____ Last Name _____

Group / Company Planning this Event _____

Address _____

City _____ State _____ Zip _____

Daytime Phone Number _____ Evening Phone Number _____

Email Address _____

About the Event

Name of Event _____

Type of Event _____

Event Date _____ Event Start Time _____

Event Location _____

Description of Event _____

Event Details

How will funds be raised _____

Estimated Total Revenue _____ Estimated Expenses _____

Estimated number of attendees / participants _____

How do you plan to promote your event _____

Please return your completed form to: events@als.net or
ALS TDI, Attn: Brand Promotions Team, 300 Technology Square, Ste 400, Cambridge, MA 02139

300 Technology Sq, Ste 400 Cambridge, MA 02139 t: **617.441.7205** www.als.net

ALS TDI Community Event Guide

Thank you for your interest in planning an event to benefit the ALS Therapy Development Institute (ALS TDI). We, at ALS TDI, are grateful to the many contributors who host events to support the research in our lab; we wouldn't be here without their support.

There are countless ways to raise funds and awareness for ALS TDI, from organizing a golf tournament or gala to donating proceeds from product sales. Every event, big or small, brings us closer to our goal – to end ALS.

HOW WE CAN HELP

Below is a list of items that the Brand Promotions Team at ALS TDI can offer to help make your event a success. Please work with your Event Coordinator on what you would like provided:

- Offer one-on-one advice and guidance related to planning your event.
- Assist with event ideas, online setup, and registration management.
- Promote your event through our online events calendar and in our regional email newsletters.
- Provide your event with fliers and email templates.
- Help promote your event via local press.
- Set up an ALS community page and online registration for your event.
- Reimburse for and/or cover event related expenses up to 35% of the gross proceeds.
- Provide a certificate of liability from our insurance provider if your venue requires it.
- Provide a list of items that can be used in raffles, auctions, and as golf giveaways to increase event revenue.
- Provide materials about ALS TDI, awareness bracelets, credit card slips, custom donation cards, and bid sheets for the day of your event.
- Acknowledge and provide tax receipts for contributions made payable and submitted to ALS TDI.

Due to official policies at TDI, unfortunately we are currently unable to help with the below items:

- Guarantee volunteer, Board Member, or staff attendance at the event.
- Solicit sponsorship revenue for your fundraising activities.
- Solicit items for your auction or raffle.
- Provide celebrities or professional athletes for your event.
- Provide mailing lists of contributors, employees, volunteers, or vendors.

ALS COMMUNITY PAGES, CALENDAR OF EVENTS & ONLINE REGISTRATION

Whether you are hosting a Community Event for ALS TDI, initiating an electronic letter writing campaign, or simply looking to share your story, we encourage you to create your own ALS Community Page.

These pages are free and available for anyone to use. Visit <http://community.als.net> to get started. If you are hosting a golf tournament to benefit ALS TDI, we will list your event on our golf website – <http://www.alstdigolf.org> – and set up online registration for you. If you need assistance incorporating

photos or specific information on your Community Page or would like to have your golf event listed, please email the Brand Promotions Team at events@als.net.

GIVEAWAYS

ALS TDI has secured discounted pricing with certain vendors to provide items for events to increase revenue. Please contact the Brand Promotions Team for a list of items we can purchase for your event. We need at least **3 weeks** to order and deliver items in time for your event. Please note, all item costs will be subtracted from your event revenue.

RECEIVING INCOME

We request contributions be mailed to ALS TDI within one week of the event close date. If contributions are received before or after the event, please mail them within one week of receipt to:

ALS TDI
Attn: Brand Promotions Team
300 Technology Square, Ste 400
Cambridge, MA 02139

FAIR MARKET VALUE (Raffle and Auction Items)

Fair Market Value (FMV) is the cost an item would sell for on the open market. This amount is not tax deductible. All items up for auction or raffle have an FMV associated with them. We ask that you report the FMV to our Donations Processing team so they can determine the tax deductible value for the donor. The tax deductible value will be the difference between the amount paid by a donor and the FMV of the item. If the FMV is higher than the amount paid, there is no tax deductible value. For example, if a donor pays \$100 for a dinner ticket and the FMV of the dinner is \$25, this makes the tax deductible portion of the dinner ticket \$75.

Note: The cost of a raffle ticket does not have an FMV, as it is considered gambling, and therefore is not tax deductible.

IN-KIND DONATIONS

In-kind donations are donated goods and services including auction items, discounts from vendors, or event related expenses paid by supporters. ALS TDI requires backups before processing and sending the appropriate tax documentation to the donor. Backups include a receipt, a description of item donated, or other proof of the item's stated value.

EXPENSES

Expenses sent to ALS TDI for payment will come out of the event's proceeds. In order to ensure the majority of money raised goes directly to research, ALS TDI will cover expenses up to 35% of the proceeds your event fundraises. **Any expenses over 35% of the event proceeds will not be covered by ALS TDI.** Any unincorporated business providing services will also need to submit a W-9 form to ALS TDI (Attn: Brand Promotions Team) before payment is processed. If an invoice is sent to you directly and you would like ALS TDI to cover the cost, forward it to the address listed above within a week of receipt. **Note:** If cash contributions are received from donors, please do not use this money to pay for expenses. Cash contributions should be sent directly to ALS TDI in order to maintain accurate records, acknowledge donors, and send appropriate tax documentation.

REIMBURSEMENT

If event related expenses are not sent to ALS TDI for payment and a supporter pays out of pocket, ALS TDI will reimburse the supporter directly if requested. To receive a reimbursement, please send all original receipts to your event contact at ALS TDI.

MARKETING AND PROMOTIONAL MATERIALS

All marketing and promotional materials including: print, web, email, press releases, or other communication dealing with the activities or achievements of ALS TDI, must be reviewed and approved in advance by a member of the ALS TDI team. A final version of all communications acknowledging ALS TDI as the beneficiary must be provided to ALS TDI for record keeping. The use of the ALS TDI logo is only available to events which exclusively benefit ALS TDI. For assistance with materials approvals and acquiring logos, email events@als.net.

PRESS RELEASES

Press releases referencing ALS TDI must list a member of the Public Relations team at ALS TDI as a contact person, a link to ALS TDI's website, and the official boilerplate of ALS TDI. Please follow this link if you are seeking a press release or would like media support for your event: www.als.net/Press/EventSubmit.aspx. For assistance with marketing or press related activities at ALS TDI, please email pr@als.net.

THANK YOU

We hope this information is helpful to you in planning and running your event! Thank you so much for your willingness to become involved. Please feel free to contact the ALS TDI Brand Promotions Team with any questions at 617.441.7205 / events@als.net. Meet the team: [here](#).

David Virden
Development Director

Ben Engle
Development Manager

Jillian Davis
Development Manager

Leah Ryan
Development Coordinator