



Smile-A-Mile Third Party Fundraising Event Guidelines

Smile-A-Mile is honored to benefit from your fundraising event. The wonderful support we receive from our community is what allows us to continue growing our programs to serve more Alabama families affected by childhood cancer. Thank you for your support!

In order to help you have a successful event, we ask that you please review the following guidelines and submit our Third Party Event Application to Katie Langley, Special Events Director, at katie@smileamile.com. If you have any questions, please contact Katie at 205.323.8427.

General Guidelines:

- Contact Smile-A-Mile prior to promoting your event to discuss these guidelines.
- For Communication and Promotion of the event:
 - o The event organizer is responsible for all communications and promotion of the event.
 - o All promotional materials must be approved by Smile-A-Mile before distribution.
 - o Any use of the SAM logo or Monkey must follow our [brand standards](#).
 - o Smile-A-Mile will add the event to our online calendar, but cannot guarantee any social media promotion or email communication to our families, volunteers or boards.
 - o Smile-A-Mile will not provide any solicitation lists.
- SAM will be happy to provide the following:
 - o Advice and expertise on event planning
 - o SAM materials, such as flyers or promotional items, if available
 - o Attendance of a SAM representative, when appropriate and available
 - o Tax receipts for any donations given directly to SAM
- SAM cannot provide funding or reimbursement for event expenses.
- SAM cannot guarantee attendees or donations (monetary or in-kind).
- SAM is not responsible for any licenses, permits, insurance, legal or financial liability, property damage or personal injury at the event.

Smile-A-Mile Third Party Fundraising Event Application

Please complete and submit this application to katie@smileamile.com prior to any promotion of your event.
We ask that you review our guidelines before completing this application.

Event Organizer Contact Information

First Name	Last Name	Organization (if applicable)
Address		City, State Zip
Phone	Email	

Event Details

Name of Event	Event Location
Event Date	Event Time(s)

Event Description

Event Website and/or Facebook Event Page (if applicable)

Anticipated Donation Amount _____

How do you plan to publicize this event?

What SAM promotional or display items are you requesting? *(SAM cannot guarantee availability)*

Would you like a SAM representative to attend? Y N

If yes, is there an opportunity for the SAM representative to speak and/or present? Y N

Details for speaking: _____

Are there any other details we need to know?
