



February 3, 2017

King & I Productions
Attn: Alvin B. King, President/CEO
511 Roxboro Place, NW
Washington, DC 20011

Dear Alvin,

Thank you for offering to host an event whose proceeds will benefit the American Diabetes Association ("the Association") mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes. As you know, there is still much work to be done to achieve this goal.

Please review the attached guidelines, complete and sign the enclosed form, and return it to me by February 21, 2017.

We appreciate your selecting the American Diabetes Association as the beneficiary of your event.

Sincerely,

A handwritten signature in black ink, appearing to read "AH", with a long horizontal flourish extending to the right.

Hallie Hudson
Director of Development



Third Party Event Guidelines for Event Organizer

A “Third Party Event” is any fundraising activity hosted by a group or individual not affiliated with ADA where ADA has no fiduciary responsibility.

As the event organizer, you need to:

- submit the Third Party Event Form. Please do not take action until you receive approval.
- be mindful of our reputation in the community.
- submit for prior approval to Hallie Hudson, Director of Development any publicity which includes our name or logo.
- state that the proceeds of the event will benefit the Association, with you as the host. Example: Jill and Jack are hosting X event, “with proceeds benefiting the American Diabetes Association.”
- send us unendorsed checks payable to the American Diabetes Association along with proceeds
- refrain from saying that payments by participants qualify as charitable, tax-deductible contributions, since participants receive something in return.
- assume all risk for the event’s expenses and liabilities, including obtaining insurance coverage, if necessary.
- ensure that your event is accessible to people with disabilities.

As the grateful beneficiary of the proceeds, the American Diabetes Association:

CAN

- provide a letter of authorization to be used to validate you as the organizer of the event.
- provide general advice about running an event.
- and will acknowledge all donations greater than \$250 made out directly to the Association either via check or on-line contribution.

CANNOT

- incur expenses, provide any funds or solicit sponsorship for your event.
- be financially or otherwise liable for the promotion and/or staging of your event.

CANNOT (CONT'D)

- provide celebrities or professional athletes for your event.
- arrange for publicity, or provide mailing lists of contributors.

Thanks for considering the American Diabetes Association. If you have any questions about these guidelines, please contact Hallie Hudson, 352.650.5708 or hudson@diabetes.org.



Third Party Event Information Form

1. What type of event do you plan to host? (Examples: Golf outing, dance, garage sale)

2. Where/when will the event take place?
 - A. Location address:
 - B. Date/ Time:

3. What is the name and contact information of the host/person responsible?
 - A. Name:
 - B. Phone number/email:
 - C. Address:

4. Why are you holding the event/is another charitable organizations going to benefit from this event?
 - A. If yes, please name:

5. Any additional details the Association should know:

6. What is the estimated contribution to ADA? \$_____

7. Will you contact businesses for donations/assistance?
 - A. Yes/No
 - B. If yes, please list the names to avoid duplication with Association efforts.

8. When/how will the Association receive the proceeds?
 - A. Date:
 - B. Online donations
 - C. If by check, please send one check incorporating the cash received, plus any unendorsed checks that are payable to ADA):

I have read and agree to abide by the American Diabetes Association Third Party Guidelines

Name: _____ Date: _____

Return to: _____