

## Third Party Event Procedure

Approved January 13, 2015

Joseph T. Simpson Public Library on occasion relies on the willingness of many individuals and organizations that generously initiate fundraising events and activities to raise money in support of our programs.

A third party event is defined as an event organized and executed by community volunteers (individual, community group, service clubs, or business) external to Joseph T. Simpson Public Library who wish to raise money through a planned activity that is designated, managed and financially resourced by the external party. The beneficiary of the proceeds from the event is named as Joseph T. Simpson Public Library.

Examples of third party events may include, but are not limited to, auctions, concerts, golf tournaments, and bake sales.

Third party events organized to benefit Joseph T. Simpson Public Library must adhere to the following guidelines:

1. The event will be promoted in a manner to avoid statement or appearance of Joseph T. Simpson Public Library endorsing any product, firm, organization, individual or service.
2. The official logo of Joseph T. Simpson Public Library should be appropriately used in conjunction with such an event, but may not be altered in typeface, configuration, and/or position. Any use of the logo must adhere to established graphic standards. For more information, contact Joseph T. Simpson Public Library.
3. Joseph T. Simpson Public Library has an opportunity to review and approve all promotional materials including, but not limited to advertising, letters, brochures, flyers, and press releases prior to production or distribution.
4. All promotional materials must clearly state the percentage of material and/or the portion of the ticket price that will benefit Joseph T. Simpson Public Library.
5. Joseph T. Simpson Public Library must receive all net proceeds within 30 working days of the conclusion of the event and/or promotion.
6. Joseph T. Simpson Public Library should receive a list of targeted sponsors for the event, before they are approached, to minimize overlap with other events and fundraising campaigns.
7. Joseph T. Simpson Public Library is not financially liable for the promotion and/or staging of third party events.

Joseph T. Simpson Public Library is recognized as a non-profit organization by the IRS, and is defined by Internal Revenue Code Section 501 (c) 3, meaning that contributions to Joseph T. Simpson Public Library qualify for maximum contribution deduction under the Internal Revenue Code. If payments are made to an independent organization which is not a qualified organization, then the payments are not tax deductible. However, if the payments are payable to Joseph T. Simpson Public Library, the payment is tax-deductible. Questions about these guidelines or application may be directed to Executive Director Sue Erdman at [serdman@pa.net](mailto:serdman@pa.net).

**Joseph T. Simpson Public Library**  
A Center for Learning and Leisure  
Third Party Fundraising Application

**Proposal Form**

Contact Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

1. Please describe the event or promotion in detail: date(s), location(s), time(s), etc.
  
2. Please list all parties involved with the event (individuals, organizations, media, etc.)
  
3. What is the total amount of revenue you estimate will be generated from the event?
  - Total revenue anticipated \_\_\_\_\_
  - Total expenses projected \_\_\_\_\_
  - Estimated amount that will be donated \_\_\_\_\_
  - Other \_\_\_\_\_
4. Please outline how you will promote the event and submit copies of the materials to be used.
  - \_\_\_\_\_ Print media
  - \_\_\_\_\_ TV media
  - \_\_\_\_\_ Radio media
  - \_\_\_\_\_ Social Media
  - \_\_\_\_\_ Website
  - \_\_\_\_\_ Public Relations (agency or in-house)
  - \_\_\_\_\_ Paid Advertising
  - \_\_\_\_\_ Brochures/flyers
  - \_\_\_\_\_ Signs or Banners
  - \_\_\_\_\_ Direct Mail
  - \_\_\_\_\_ Other

5. Would you like materials on our programs and services to display at your event?

6. What are the proposed responsibilities of your organization?

7. Are you requesting library staff/volunteer support for your event?

8. Please include any other pertinent information.

9. Why did you choose the Joseph T. Simpson Public Library as a recipient?

Please return the completed form and agreement to:

Sue Erdman, Executive Director  
Joseph T. Simpson Library  
16 North Walnut Street  
Mechanicsburg, PA 17055-3362  
Phone: (717) 766-0171  
Fax: (717) 766-0152  
E-mail: [serdman@ccpa.net](mailto:serdman@ccpa.net)