



**KANSAS HUMANE SOCIETY  
THIRD-PARTY APPLICATION PROCESS**

Dear Applicant:

Thank you for your interest in partnering with the Kansas Humane Society for a fundraising event. Your event could have an added attraction with the presence of adoptable animals and merchandise from our KHS retail store! Because we are funded entirely by private donations and fees for service, we rely on the generosity of people like you to help us fulfill our mission.

We work hard to create corporate and third-party relationships that are mutually beneficial. The following guidelines and application form outlines our approval process for third-party events. This will help ensure that your event is as successful as possible.

*Because of our limited resources, events that require no additional work from the Kansas Humane Society are highly encouraged and greatly appreciated!*

**Please do not print any materials, pursue any media publicity or solicit cash or in-kind sponsors until you have received written approval for your event from the Kansas Humane Society.**

Please keep in mind that while we are very appreciative of your intentions, we must protect the good name and positive reputation of the Kansas Humane Society. To accomplish this, we follow the Better Business Bureau Wise Giving Alliance guidelines, KHS branding guidelines, IRS requirements and risk management insurance requirements. This will not only protect KHS, but will protect you as well.

**Please complete the attached application at least 90 days prior to your event and return it to KHS by:**

E-Mail: [dsteffee@kshumane.org](mailto:dsteffee@kshumane.org)

Fax: 316-554-0356

Mail: 3313 North Hillside, Wichita, Kansas 67219

Once your application has been received, it will be reviewed by our third-party event committee, which meets monthly. We will contact you within 14 days with our decision. Please do not move forward until you have been notified of our decision.

Dana Steffee  
Development Coordinator, KHS

**Before you fill out the application, here are a few guidelines for you to review. Your initials indicate that you have read these guidelines and understand and agree to abide by each.**

*Initial*

\_\_\_\_\_ All agreements related to fundraising activities conducted by a third party on behalf of the Kansas Humane Society shall be in writing and shall clearly describe the rights, duties and obligations of all parties involved.

\_\_\_\_\_ In general, the Kansas Humane Society will be unable to provide administrative or logistical assistance for your event. Your business or organization must have the means to sell tickets, staff the events, send and track invitations, initiate publicity and commit the necessary funds for advertising.

\_\_\_\_\_ All advertising and promotional materials for the event must clearly disclose to the public the specific amount of money or percentage from the consumer's purchase that will be donated to KHS.

\_\_\_\_\_ For the protection of the consumer, the Better Business Bureau requires that the anticipated amount or percentage of the proceeds from sales to benefit a charity be posted at the point of purchase (Example: \$1.00 or 25% of each purchase goes to the Kansas Humane Society).

\_\_\_\_\_ Third-party organizers must obtain written permission from KHS before using the Kansas Humane Society logo or marks in conjunction with their event. KHS reserves the right to accept or deny the use of its logo. If the KHS logo is approved for use for your event, all promotional material related to your event must be reviewed and approved by the Kansas Humane Society prior to its production and distribution to the public. KHS requires that the third-party participant provide the design and all promotional material for the event.

\_\_\_\_\_ The Kansas Humane Society does not endorse products or services of any kind nor do we endorse any product, services or goods sold at or in conjunction with the event that are controversial in nature.

\_\_\_\_\_ As a responsible steward of private donations, KHS works to keep our expenses at or below 25% of our gross revenue. While we do not mandate an expense ration policy for third-party events, we strongly encourage individuals, businesses or organizations that conduct an event to benefit KHS to also be good stewards of their funds.

\_\_\_\_\_ Any individual, business or organization conducting an event is responsible for obtaining all necessary permits and insurance (General Liability, etc.). They must also name the Kansas Humane Society of Wichita, Kansas as additional insured on the liability insurance for the event. If it is an athletic or sporting event, they must require all participants to sign a waiver/release of liability.

\_\_\_\_\_ KHS works with various sponsors /underwriters for the events we conduct throughout the year. In order to ensure that there is no conflict with our current or prospective sponsors/underwriters, you must obtain written approval from KHS prior to soliciting sponsors/underwriters for your event.

\_\_\_\_\_ Individuals, businesses, and organizations conducting events benefitting KHS must not offer sponsors, underwriters or attendees the option of writing their checks for the event directly to the Kansas Humane Society for tax purposes and they must not make any statement or take any action that implies those payments are tax-deductible. **Sponsors/underwriters, attendees or participants must make their payment for the event directly to the individual, business or organization conducting the event.** Event organizers are responsible for complying with IRS regulations.

\_\_\_\_\_ If a sponsor, underwriter or participant is interested in making a donation directly to KHS (separate and apart from the event fee) we are happy to accept and acknowledge those donations.

\_\_\_\_\_ Individuals, businesses or organizations that have an event that benefits the Kansas Humane Society will present KHS with a check for the event within 30 days following the conclusion of the event.

**KANSAS HUMANE SOCIETY  
THIRD-PARTY EVENT APPLICATION**

Name: \_\_\_\_\_

Company or Organization: \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email \_\_\_\_\_ Website: \_\_\_\_\_

Name of your revenue-generating event or program: \_\_\_\_\_

Who is responsible for organizing your event? \_\_\_\_\_

Please give a brief description of event or idea:

Please describe how you plan to raise funds:

Date/location of event: \_\_\_\_\_

Will the event be indoors or outdoors? \_\_\_\_\_

What is your expected attendance: \_\_\_\_\_

Duration of event: \_\_\_\_\_

How do you plan to advertise? \_\_\_\_\_

How much money do you expect to generate? \_\_\_\_\_

Anticipated net proceeds (revenue minus expenses) to KHS: \_\_\_\_\_

Will KHS be responsible for any expenses? Yes \_\_\_ No \_\_\_

Do you need the use of the KHS logo? Yes \_\_\_ No \_\_\_

Is there an opportunity for KHS to sell our merchandise at your event? Yes \_\_\_ No \_\_\_

Is there an opportunity for KHS to bring adoptable animals to your event? Yes \_\_\_ No \_\_\_

If approved, how do you plan to use the KHS name and logo? (Examples: invitations, flyers, press releases, print materials, newsletters, etc.)

Please review, sign and return to KHS.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_