



Fundraising Application Form

Sponsoring Organization:

Name of Group or Organization			Contact Person		
Address					Apt or Suite
City	State	Zip Code		Phone Number	
Email	Fax Number		Cell Phone		
Organization's Purpose					

Special Event Information:

Name of Event	Date/Time/Location of Event
Has the Organization ever sponsored an event for RMHDE? Yes:_____ No:_____	
Description of Event	
In what ways will money be generated?	
Projected Income from this Event GROSS (Total anticipated revenue from event):_____	
Net (Anticipated donation to Ronald McDonald House of Delaware):_____	

Will the Ronald McDonald House of Delaware logo be used in conjunction with other logos, trademarks, etc.?

Yes:_____ No:_____

Please list all other logos that will be used at this event:

What, where and how will you use the Ronald McDonald House of Delaware name?

If you require any assistance from the Ronald McDonald House staff or volunteers, please describe the assistance needed. **(Not guaranteed)**

Sponsoring Group's Covenants

We will conduct the event for the benefit of the Ronald McDonald House® of Delaware (the "Organization") in accordance with the provisions of this proposal.

We will maintain the insurance coverage evidenced by the Certificate of Insurance accompanying this proposal throughout the duration of the event.

Our conduct of the event will conform to applicable laws, rules, regulations and ordinances.

We will not use any trade or service mark or related copyright or McDonald's Corporation ("McDonald's"), except as authorized by McDonald's. All material using the Ronald McDonald House of Delaware name or logo will be submitted by us to the Organization for approval prior to the publication or use of such material.

We will indemnify and hold McDonald's, its subsidiaries, affiliates, and franchises, Ronald McDonald House of Delaware, the Organization and their respective trustees, directors, officers, employees, volunteers, and agents harmless from and against any and all claims, liabilities, judgments, penalties, settlements, losses, damages, and expenses, including court costs and reasonable attorney's fees, incurred or suffered by these parties in connection with or as a result of the event.

Organization Consent

In consideration of your sponsorship of a fundraising event for the benefit of the Organization, as more fully described in this proposal, the Organization hereby consents to your sponsorship of the event upon the terms and subject to the conditions set forth herein.

Sponsor Signature	Title	Date
Ronald McDonald House Representative Signature	Title	Date

Please complete and return this contract to the Ronald McDonald House of Delaware.

No fundraising activity will be approved without the receipt of a returned form.

Send to: The Ronald McDonald House of Delaware

Ivey Helmick, Development Manager

1901 Rockland Road, Wilmington, DE 19803

(302) 428-5321, Fax (302) 658-6608

i.helmick@rmhde.org

Thank you for supporting The Ronald McDonald House of Delaware.

The Ronald McDonald House of Delaware Logo Usage & Guidelines

When Should You Use the Ronald McDonald House of Delaware Logo?

We sincerely appreciate your interest in designating the Ronald McDonald House of Delaware as the recipient for your fundraising event. After you return your signed Sponsoring Group's Covenants from our *Fundraising Information Packet*, we will provide the Ronald McDonald House of Delaware logo via e-mail to be used on all materials associated with your activities, including:

- Stationery/letterhead (for soliciting purposes on our behalf)
- Signage/banners at your event
- Promotional pieces prior and following your event including but not limited to:
 - Print PSA's
 - Premiums
 - Oversized "Presentation" Checks
 - Publications: i.e.: company newsletters/flyers

By remaining as consistent as possible with our identity, application of the Ronald McDonald House of Delaware logo should be used in full and should always be used with our correct name as follows:

Ronald McDonald House of Delaware

All materials used with our name/logo/image must be approved by our office **prior** to production.

If you have any questions about our logo usage or any questions about your fundraising partnership with us, please contact Ivey Helmick at (302) 428-5321 or i.helmick@rmhde.org.

Again, thank you for your interest and we appreciate your cooperation.