



Benefit Proposal Form

Individual Business Organization/Group

*Thank you for your interest in organizing an event/activity to benefit Duke Children's Hospital & Health Center. Please complete this application for review by Duke Children's Hospital Office of Development. Please return the completed form to: **Duke Children's Hospital, DUMC 2975, Durham, NC 27710 or fax it to (919) 667-0356. If you have any questions, please call us at (919) 667-2563.***

PLEASE TYPE OR NEATLY PRINT ALL INFORMATION

I. DESCRIPTION

Name of Event/Activity: _____

Nature of Event/Activity (Please explain in detail): _____

Has this event/activity been done before? _____ When? _____

Location of Event/Activity:

Date of Event/Activity: _____ Rain date: _____

Indoor Outdoor Hours of Event/Activity: _____

Projected Attendance: _____

Will any other organization benefit from this event/activity? If so, please name and describe the extent to which they will benefit.

List of businesses you intend to ask to sponsor this event/activity:

II. CONTACT INFORMATION

Name of Sponsor (Individual/Business/Group/Organization): _____



Address: _____

Contact Person: _____

Phone number: (W) _____ (H) _____ (Fax) _____

For business/group: Number of years in existence _____ Number of employees/members _____

Previous relationship with Duke Children's: _____

Email: _____

III. FINANCIAL INFORMATION

Projected costs: \$ _____ Projected income: \$ _____

Estimated donation: _____

How will proceeds from the event be given to Duke Children's:

Cash Check Other _____

Expected date net proceeds will be given to Duke Children's: _____

IV. PROPOSED SUPPORT FROM DUKE CHILDREN'S

Speaker (describe) _____

Other (describe) _____

V. PUBLICITY INFORMATION

Duke Children's Development Office must **preview** all materials that include our logo and/or name.

Materials must be submitted to: dukekids@notes.duke.edu, reviewed and approved prior to implementation.

Please indicate the types of promotions you plan to do for your event:

Press releases to: _____

Flyers to: _____

Public service announcements (PSAs) to: _____

Other: _____

I/we have read the attached Duke Children's Hospital Benefit Event Guidelines in full, and I/we agree to adhere to those guidelines in planning and executing our event/activity. I/we understand that the guidelines are not comprehensive and that all decisions for the event/activity, including safety precautions, remain the responsibility of the event/activity sponsor. Duke Children's Hospital and all its affiliates, including Duke University Health System, do not accept or assume any liability associated with event/activity.

Signature

Date

Title/Name of Company or Organization

Approved Not Approved

For Duke Children's Date



Benefit Event/Activity Guidelines

While Duke Children's Hospital & Health Center ("Duke Children's") is pleased to be the beneficiary of fundraising events/activities held by outside entities, Duke Children's does not act as a sponsor of, advance monies for, or solicit sponsorship revenue for activities conducted by non-Duke entities. Duke Children's does not assume responsibility for the planning, publicity, or conduct of the event/activity, as those responsibilities remain solely with you as the entity organizing and holding the event/activity. Duke Children's ability to provide services for your event/activity is limited by staff size and internal staffing obligations. We state this in advance so that there are no misunderstandings with regard to our ability to participate with you and support your event/activity.

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- Any individual, business or organization that wants to raise money for Duke Children's Hospital & Health Center must first fill out a Benefit Proposal Form for review by the Office of Development. No raffles will be conducted to benefit Duke Children's Hospital & Health Center.
 - Once a proposal has been approved, the event/activity organizers may begin soliciting sponsors and participants for the event.
 - All event/activity materials – including, but not limited to, advertising, press releases, posters, flyers, T-shirts and public service announcements – that include the Duke Children's Hospital & Health Center or Children's Miracle Network name(s) or logo(s) must be reviewed by the Duke Children's Development Office.
 - Duke Children's Hospital & Health Center and/or Children's Miracle Network at Duke is the beneficiary, not the sponsor, of all benefit events/activities. Promotional materials that use the Duke Children's name/logo should use the terms "proceeds to benefit Duke

Children’s Hospital & Health Center” or “proceeds to benefit Children’s Miracle Network at Duke Children’s Hospital.” In addition, in soliciting sponsors and participants, organizers should state that the event/activity will benefit Duke Children’s and must not state or imply in any way that Duke Children’s is sponsoring the event/activity.

- As the beneficiary of this event/activity, Duke Children’s Hospital & Health Center and its affiliates, including Duke University Health System, do not accept or assume any liability associated with the event/activity. All bills are the responsibility of the organizing individual, business or group and must be paid before proceeds are given to Duke Children’s. Duke Children’s will accept the net proceeds of the event/activity.
- The sponsor retains all responsibility for the design and implementation of the event/activity, including safety precautions. It is recommended that the sponsor obtain appropriate insurance coverage(s) in case of accident or other negative occurrence.

Seen and Agreed:

Signature

Date

Title/Name of Company or Organization

DUKE CHILDREN’S HOSPITAL & HEALTH CENTER
STYLE GUIDELINES

1. Duke Children’s Development will use AP Style for all printed pieces.
2. In the case of company names every effort will be made to use the company name correctly based on its grammatical preference.
3. The Duke Children’s logo should be used as approved by the Development Office.

4. On first reference in printed material our name should always be listed as:

Duke Children's Hospital & Health Center

On second reference we should be referred to as:

Duke Children's

In additional references either of the two may be used.

5. When describing the inpatient unit, **Duke Children's Hospital** is acceptable.
6. **McGovern-Davison Children's Health Center** should only be used when describing a location. We raise money for **Duke Children's Hospital & Health Center** or **Duke Children's**, but not for the **McGovern-Davison Children's Health Center**.