



Stony Brook Children's

SPECIAL EVENT PROPOSAL FORM

(To be completed by sponsoring organization/corporation/individual)

Thank you for your interest in supporting
Stony Brook Children's Hospital.

NAME OF EVENT/PROMOTION: _____

Contact Person: _____

Address: _____

Email: _____ Event website: _____

Telephone numbers: (Home) _____ (Work/cell) _____

Date and Time of event: _____

Location of event: _____

Address: _____

City: _____ State: _____ ZIP: _____

Is this fundraiser open to the public? (check one) YES NO

Admission fee: \$ _____

Type of Project: (Please explain in detail. Use attachments if necessary.)

Publicity / Promotion Activities: (Please list types of promotional activities including posters and flyers.)

Does the organization plan to use Stony Brook Children's name to promote the program/event?
If yes, please describe.**

***Stony Brook Children's must review all publicity materials which include our name and/or logo.
List the organization/corporation's principal officers.*

Projected donation to Stony Brook Children's : \$ _____
(See attached Budget Proposal Form)

I have read and agree to adhere to the Stony Brook Children's Special Event Policies outlined in the attachment.

Signature

Title

Name (please print)

Name of Organization

Date of Application

Please return to:

Stony Brook Medicine
University Advancement
Health Sciences Tower, Level 4, Rm. 172
Stony Brook, NY 11794-8430
(631) 444-2899
(631) 444-7672 fax



SPECIAL EVENT BUDGET PROPOSAL

(Must be attached to Special Event Proposal Form)

Name of event / promotion: _____

Date Scheduled: _____

Contact Person: _____

Telephone number(s): (H) _____ (C) _____

Email Address: _____

INCOME (Please itemize)

Ticket sales \$ _____

Concessions \$ _____

Sponsorships \$ _____

Other income \$ _____

_____ \$ _____

_____ \$ _____

Total projected income:

\$ _____

EXPENSES (Please itemize)

Rent \$ _____

Food \$ _____

Printing \$ _____

Fees \$ _____

_____ \$ _____

_____ \$ _____

Total projected expenses:

\$ _____

Total projected donation to Stony Brook Children's: \$ _____

Please return this completed form along with the Special Events Proposal form to:

Stony Brook Medicine
University Advancement
Health Sciences Tower, Level 4, Rm. 172
Stony Brook, NY 11794-8430
(631) 444-2899
(631) 444-7672 fax



Stony Brook Children's

SPECIAL EVENT POLICY AND GUIDELINES

Stony Brook Children's requires the following guidelines be met by all groups wishing to conduct special events on behalf of the hospital.

1. Pre-approved written permission is required through Stony Brook Medicine Advancement for the use of Stony Brook Children's name for publicity and fundraising purposes by community groups and individuals. Once approval has been granted, use of Stony Brook Children's name for publicity and fundraising purposes must strictly adhere to Stony Brook University style guideline. (<http://www.stonybrook.edu/sb/toolkit/editstyle.html>) Use of any Stony Brook University logo without consent will be considered unauthorized.
2. It shall be the goal of all events intended as "fundraisers" to net 50% of the gross income.
3. All copy for advertisements, point of purchase materials and other event-related promotional materials used by a sponsoring organization must be approved by Stony Brook University Advancement prior to use.
4. No costs associated with special events that are sponsored by a community group will be incurred by Stony Brook Children's.
5. Recognition for the sponsoring group's donation to Stony Brook Children's will be in accordance with the established donor recognition guidelines, which begin at the \$50,000 level.
6. By completing this form, you agree that the proceeds will be presented to Stony Brook Children's within 30 days after the event, unless otherwise agreed to prior to the event. All monetary transactions for the special event will be handled by the sponsoring group.
7. All staffing and volunteers for the special event will be provided by and will be the responsibility of the sponsoring group unless otherwise agreed to prior to the event.
8. Stony Brook Children's does not loan or give out its mailing list for special events or promotions.
9. Stony Brook Children's will supply sponsoring group with a hospital banner to be displayed at the event and, as appropriate, will promote event on the Stony Brook Medicine website, Stony Brook Children's website, Stony Brook Children's Facebook page, Stony Brook Children's Twitter and/or internal Stony Brook Medicine e-mail newsletters.
10. All aspects of approved events must be reflective of Stony Brook Children's reputation as a family-centered institution. Based upon Stony Brook Children's mission, we reserve the right to respectfully decline support from any organization, corporation and/or individual.
11. The sponsors agree to indemnify and hold harmless Stony Brook Medicine, the Stony Brook Foundation and all its officers, directors and employees from any and all claims and liabilities in any way related to the event. Agreement to accept funds generated from an event does not imply that Stony Brook Children's endorses the organization and/or individual(s) involved.
12. The sponsoring group must supply the Office of Advancement at Stony Brook Medicine with event attendee email addresses. Stony Brook Medicine will send thank you notes via email to event attendees within one week of the event.