



Humane Colorado Third Party Event Guidelines

Thank you for considering Humane Colorado as a beneficiary of your fundraising activities. Please review the following guidelines and policies. Humane Colorado reserves the right to decline association with any event or organization for any reason, including its belief that such an association may have a negative effect on the credibility and/or reputation of Humane Colorado.

- Events must be promoted and conducted in a manner that avoids the appearance of Humane Colorado endorsing any product, firm, organization, or service.
- The official logo of Humane Colorado, included in this packet, should be appropriately used in conjunction with such an event and may not be altered in any way. Any use of the Humane Colorado logo must adhere to established graphic standards. Please see the attached guidelines for the Humane Colorado name and logo usage for complete instructions.
- Due to privacy policies, Humane Colorado does not provide its database for promotion of an event or outside fundraiser. For events raising \$500 or more, we will place an ad on the fundraising events page of the Humane Colorado website. Events raising \$5,000 or more, an event contract will be requested. With these partnerships, additional benefits will be provided to the fundraiser by Humane Colorado.

Expected Revenue	Listed on Humane Colorado Event page	Twitter and Instagram Story Post	Volunteer support	Staff support	Additional marketing
\$500 - \$1,499	X	X			
\$1,500 - \$4,999	X	X	X		
\$5,000 +	X	X	X	X	X

- A vague disclosure indicating Humane Colorado will receive “proceeds”, “profits” or “net proceeds” is insufficient. Your participants should know your intentions.
- Please remember that Humane Colorado does not have the resources to provide organizational and administrative event support, however, we are happy to offer advice and guidance.
- You must notify Humane Colorado if another organization will also benefit from this event or promotion. OR if other organizations also benefit from the event, please notify Humane Colorado in advance.
- Humane Colorado cannot make any investment, pay for, or reimburse any expenses incurred as a result of a fundraising event. This means that the event must pay all expenses prior to remitting the new revenue to Humane Colorado.
- Humane Colorado is not responsible for any financial loss and may withdraw support of any event should activities be discovered that undermine Humane Colorado’s mission or reputation.
- Revenue from the event is expected within 30 days of the event’s completion.