961 Hillwind Road
Fridley, MN 55432
763.502.1500 office
763.502.4707 fax
www.wishesandmore.org

Special Event Proposal and Licensing Agreement

1. Name/Title of Event: _____

2. Sponsoring Organization: _____

   Address: _____

   _____

3. Name of Contact Person: _____

   Address:_____City:_____Zip_____

   Phone: _____ Fax: _____ Email: _____

4. Date and Time of Event: _____

5. Location (city and venue): _____

6. Briefly describe the Event: _____

   _____

7. Will this event be repeated in the future? ☐ Yes ☐ No, ☐ Monthly ☐ Quarterly ☐ Annually

   ☐ Other _____

8. Will admission fee be charged? ☐ Yes ☐ No If yes, cost of admission?_____

9. Will ***Wishes & More***® receive a % or amount of admission fee? ☐ Yes ☐ No If yes, what %?_____

10. Will the Event generate other types of revenue and, if so, please describe_____

    _____

11. Will ***Wishes & More*** receive a % or amount of that revenue? ☐ Yes ☐ No, If yes, what %?_____

12. Based on the nature of the Event, are any of the following required? (please indicate yes or no for each)

    Insurance: _____ Permits: _____ Liability Releases: _____

    If so, have you secured these documents? _____

13. What participation or resources, if any, are you requesting from ***Wishes & More***?_____

    _____

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Publicity

14. Do you plan to publicize the Event? ☐ Yes ☐ No If yes, how?_____

    _____

15. Do you plan on using the ***Wishes & More*** name or logo? ☐ Yes ☐ No, If yes, please note paragraphs 18-20 below when signing this proposal.

16. **Budget Information**

    Anticipated total revenues: $ _____

    Anticipated total expenses: $ _____

    Anticipated total donation: $ _____

17. Sponsoring Organization agrees to provide ***Wishes & More*** with all the net proceeds from the Event - along with a written accounting of Event revenues and expenses- within thirty (30) days after the Event.

18. Wishes & More is the owner of certain federally registered and common law trademarks, trade names and service marks including the names Wishes & More, Wishes and More, as well as the red heart and name logos (collectively the "Marks"). If (and only if) this proposal is approved by ***Wishes & More***, Sponsoring Organization will be granted a non-exclusive license to use the Marks in publicity documents relating to the Event. Sponsoring Organization may not alter or modify the Marks in any way, nor shall it grant a sublicense to any other person. The term of the license granted hereunder shall be from the date ***Wishes & More*** approves the proposal until the conclusion of the Event; provided, however, that ***Wishes & More*** has the right to terminate the license if it determines, in its reasonable discretion, that the Event is or will be injurious to ***Wishes & More*** or the Marks.

19. Any use of the Marks is subject to the prior written approval of ***Wishes & More.*** Accordingly, Sponsoring Organization agrees to submit to ***Wishes & More*** for approval, prior to distribution, broadcast, or publication thereof – all printed material, publicity releases and advertising relating to the Event which mention ***Wishes & More*** or contain the Marks.

20. In accordance with standards adopted by the Council of Better Business Bureaus, all collateral material relating to the Event must specify at the point of solicitation: (a) that ***Wishes & More*** is the benefiting organization; (b) that written information about ***Wishes & More*** is available by calling (763) 502-1500 or by visiting its Web site at www.wishesandmore.org; and (c) the actual or anticipated portion of sales or admission price that will benefit ***Wishes & More***.

21. In order to avoid inadvertently jeopardizing existing relationships between ***Wishes & More*** and its donors, Sponsoring Organization agrees to receive approval from ***Wishes & More*** before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.

22. Sponsoring Organization represents to ***Wishes & More*** that: (a) it will comply with all applicable laws during the planning, promotion, and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to ***Wishes & More*** whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold ***Wishes & More*** harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.

23. Nothing in this document shall be construed to authorize Sponsoring Organization, or any of its employees or representatives, to act as an agent of ***Wishes & More*** (eg. Sponsoring Organization may not open a bank account in ***Wishes & More*** name).

WE ARE GRATEFUL TO YOU AND YOUR ORGANIZATION FOR PROPOSING THIS EVENT TO BENEFIT *Wishes & More*® IT IS BECAUSE OF CARING PEOPLE LIKE YOU THAT WE HAVE BEEN ABLE TO BRING HOPE AND HAPPINESS TO SO MANY CHILDREN. THANKS FOR HELPING US MAKE WISHES COME TRUE!

PROPOSED BY:

_____
Name and title of authorized representative of Sponsoring Organization

Date: _____

APPROVED BY:

_____
Name of title of authorized representative of ***Wishes & More***®

Date: _____