



THIRD PARTY EVENT GUIDELINES

Thank you for your interest in hosting an event for True Patriot Love Foundation. Your passion and commitment to raising funds to support Canada's military community is deeply appreciated.

The Canadians who currently serve or have served in our Armed Forces have a diverse range of experiences and expertise, but they share a common commitment to protecting and defending our country, both at home and abroad.

They've had our backs - now it's time we had theirs. Whether they are facing healthcare challenges, their families need support, or they are seeking to transition to civilian life, it's our responsibility to make sure their needs are met. By accepting that responsibility and giving generously, Canadians can find their own ways to serve.

For approved third party events/promotions, the Event Organizer are required to adhere to the following guidelines, as set out by True Patriot Love Foundation.

True Patriot Love Brand

- It is important that organizers understand and respect True Patriot Love brand strategy and reputation and maintain consistency when in the public
- The True Patriot Love "In support of" logo will be provided and is able to be used by third party fundraisers
- The use of the name True Patriot Love is only permitted with approval of the Foundation

Promotional Materials

- True Patriot Love Foundation will have final approval on ALL promotional materials (brochures, flyers, advertisements, public and media communications)
- All promotional materials must clearly state the percentage of proceeds or portion of ticket price that will be donated to True Patriot Love

Financing and Insurance

- Only the final net proceeds will be processed by True Patriot Love
- True Patriot Love is unable to pay or underwrite any expenses for third party events
- True Patriot Love is unable to offer insurance for any third party events



Donations and Sponsorship

- Third party events will provide a list of sponsors, including a description of their donation and/or sponsorship, plus its retail value and a contact
- This information will allow True Patriot Love to recognize all sponsors
- True Patriot Love will have final approval over all solicited sponsors
- True Patriot Love will not solicit or request sponsorships on behalf of third party events
- True Patriot Love is unable to provide contact information for our current corporate partners

Gaming (Including Raffles, 50/50 Sales and Licenses)

- Third party events involving licenses and fees will conform to government regulations; (federal, provincial and municipal) including requirements by the licensing body on the distribution and use of funds
- It is the sole responsibility of the Event Organizer to fill out and submit all such applications.
- A minimum of five business days must be given to True Patriot Love to review licenses.
- Event Organizer will pay the fees for licenses and are responsible for filing post event forms/reports.

Accountability

- Event Organizer(s) will:
 - Keep a record of revenues and expenses to submit to True Patriot Love if requested
 - Provide reasonable notice of any third party event cancellation.
 - Will inform True Patriot Love if the third party event is to benefit other charity partners.
 - Will be responsible for any financial losses or unsettled account

Event Organizer(s) will not:

- Name True Patriot Love in, or sign contracts on behalf of True Patriot Love without prior consent