



University of Colorado
Anschutz Medical Campus

Community Partner Guidelines

**A Toolkit for Planning an Event to Support the
University of Colorado Anschutz Medical Campus**

Version 1.0



The Anschutz Medical Campus is a remarkable health care enterprise offering cutting-edge facilities in education, research and patient care at I-225 and Colfax Avenue in Aurora. At the heart of this space is Building 500, the former Fitzsimons Army Hospital. Surrounding this historic structure is a campus with 3.4 million gross square feet of space enhancing collaboration between students, faculty, researchers and clinicians. Just adjacent to campus is the Colorado Science and Technology Park at Fitzsimons, site of new start-up, high-tech, health-related companies.

The Anschutz Medical Campus houses the School of Dental Medicine, School of Medicine, College of Nursing, School of Pharmacy, Colorado School of Public Health, and the Graduate School. The School of Medicine is the only medical school in Colorado. The Graduate School at the Anschutz Medical Campus offers 26 MS and PhD degrees focusing on basic, clinical and translational research in the biomedical sciences, and its programs feature highly in various national rankings.

Please read through these Guidelines carefully. As a Community Partner Event organizer, you will be expected to submit a proposal outlining your event and sign a statement saying you understand these Guidelines and will follow them as you support the University of Colorado Anschutz Medical Campus.

We hope you find this toolkit helpful and we look forward to partnering with you in your efforts.

Thank you.

HOSTING AN EVENT TO BENEFIT CU ANSCHUTZ MEDICAL CAMPUS

Below are tips to assist in planning your event. These tips should be used alongside the policies outlined in this Community Partner Guidelines toolkit. Additional resources are available once your event is approved.

Define Event Concepts

- Determine if your proceeds/gift will be unrestricted or designated for a particular area/school.
- Create your event message.
- Identify tentative event specifics, such as the date and location.

Gain Approval

- Review the CU Anschutz Medical Campus' regulations contained within this toolkit.
- ***Submit the Event Proposal form to the University of Colorado Office of Development at least 90 days prior to your tentative event date.***

Details

- Create a fundraising plan with a goal and budget.
- Plan anticipated event expenses to keep your event finances on track.
- Establish a timeline to know when important tasks are due.
- Secure vendors and volunteers for your event.

Execution

- Mail and/or email invitations to anyone you know with an interest in your cause.
- Review your fundraising plan, budget, timeline and vendor and volunteer task to make sure you're on track.
- Enjoy the event and congratulate your volunteers for their work to support the University of Colorado Anschutz Medical Campus.

Follow-Up

- Acknowledge and thank your donors, participants, sponsors and volunteers.
- Send collected funds to the CU Anschutz Medical Campus within the appropriate time window (see Financial Guidelines on Page 5 for more information).

Please contact the University of Colorado Office of Development to obtain approval prior to any event activity. A member of our staff will contact you within two weeks of receiving your Event Proposal. The University of Colorado reserves the right to request additional information before approving any event or activity.

Event inquiries should be directed to:

University of Colorado Office of Development
Attn: Lindsay Gemberling
13001 E. 17th Place, Mail Stop A065
Aurora, Colorado 80045
303-724-7823 | lindsay.gemberling@ucdenver.edu

APPLICATION PROCESS

Once you have read through these Community Partner Guidelines, please submit an Event Proposal form to the University of Colorado Office of Development a minimum of 90 days prior to your event date. A printable version of this form can be found on the last page of this toolkit. An online version is available at www.ucdenver.edu/anschutz/community. A member of our staff will contact you within two weeks of receiving the form to discuss your plans and inform you whether the event is approved. **Until you are notified by the Office of Development that your event is officially approved, you do not have the authority to use any University name and/or logo in any way to promote your event.**

Events benefiting the University of Colorado Anschutz Medical Campus must be approved by the University of Colorado regularly and on an annual basis. The University of Colorado (the “University”) reserves the right to deny any application for a Community Partner Event that does not appropriately reflect the mission and values of the University. The University cannot approve Community Partner Events that involve the promotion of a political party or candidate or that appear to endorse any political issues.

During the approval process and beyond, you will be assigned a Campus Liaison – a staff member from the University of Colorado Office of Development who will represent the Campus for your event purposes. **Please use this Liaison as your official first point of contact on issues dealing with your Community Partner Event.**

Please direct questions on the application process to lindsay.gemberling@ucdenver.edu or 303-724-7823.



PROMOTIONAL GUIDELINES

University branding is important to all of us. We take pride in our brand image and work hard to ensure the messaging connected to it is positive and consistent, because it reflects on the important work of our researchers, physicians, faculty and staff.

Approved Community Partner Events are allowed to use University names and logos once their completed and signed Event Proposal is approved by the Campus liaison. By submitting an Event Proposal, you are stating that you will abide by the following rules when using the University name and logo:

Identify us as the “University of Colorado” – do not abbreviate.

Identify us only as a beneficiary of your event proceeds (ex: “XYZ Event benefiting the University of Colorado”), not as a host or sponsor of the event (ex: NOT “The University of Colorado XYZ Event”). When using the University logo, please use the word “Benefiting” above or to the left of the logo.

Don't change the logo. We know many of our events partners don't use graphic designers for their collateral. We are happy to provide support in terms of offering various sizes and formats of the University logo. Contact your assigned Liaison if you have any questions or need support.

Display the logo against a background with sufficient contrast. We prefer that you place the University logo on a white background, but you may place the logo over background images and blocks of color as long as there is sufficient contrast. We realize that the term "sufficient contrast" is subjective. Please use your best judgment, and send your piece to us for approval before printing. You can always achieve sufficient contrast by choosing to use the logo on a light color, or by asking us for a "reversed" logo to stand out on a dark background.

Maintain clear space around the logo. We want the University of Colorado logo to stand out clearly everywhere it is displayed.

All promotional material (including, but not limited to, brochures, flyers, websites, advertisements, TV/radio scripts, public relations materials) using the University name and/or logo must be submitted for approval prior to being printed or circulated. ***Email proofs of your materials to us with at least five (5) business days to approve them.*** Send materials for review to your assigned Liaison.

If desired, we can announce your event on the University's online events calendar. We may be able to assist with additional promotion of your event (e.g. e-newsletter listing, social media), but these opportunities cannot be assumed without discussion between the event organizers and your assigned Campus Liaison.

If you do not plan to send 100% of the net proceeds from the event to the Anschutz Medical Campus, you must state this in materials promoting your event to ensure supporters are aware of this fact.

FINANCIAL GUIDELINES

EVENT EXPENSE LIABILITY

The event organizer is responsible for all event expenses. Community Partner Event expenses cannot be reimbursed by the University or the University of Colorado Foundation (the “CU Foundation”), even from proceeds sent directly to the CU Foundation or University. If event expenses exceed event revenues, the event organizer – not the University or CU Foundation – will be held liable to pay these expenses.

We advise you create a detailed budget and limit total event expenses to a maximum of 30 percent of total revenues raised. We are happy to supply a budget template to start the process, but cannot be responsible for your budgeting process. Event proceeds should only be used on appropriate and legitimate costs with the remainder coming to the University.

A summary of all income and expenses should be maintained by event organizers and presented to your Campus Liaison at the close of the event.

TAX EXEMPTION

Because the University or CU Foundation is not hosting this event and it is considered a third-party event, **you will not be able to claim the University’s or CU Foundation’s IRS 501(c)(3) charitable classification, federal tax ID number, or State of Colorado sales tax-exempt certificate.** Please do not represent to the public that your event benefits from any tax-exempt rights or privileges as a result of your relationship with the University. (If your organization has its own 501(c)(3) status, please use that information for your event, as applicable.)

The University can provide you with a Letter of Authenticity, confirming to any potential sponsors or donors that we are aware of your event and that the proceeds will be supporting us. We will also issue tax information for donations made directly to the CU Foundation or University, or for businesses specifically requesting the information in order to make a direct donation.

SUBMITTING PROCEEDS

Checks should be made payable to “CU Foundation” and sent to: University of Colorado Office of Development, Attn: Lindsay Gemberling, 13001 E. 17th Place, Mail Stop A065, Aurora, CO 80045. In the memo line or an attached note, please include the name of your event. This is the only way we can guarantee donations reach the intended fund.

Please, if possible, submit only one check representing the entire net proceeds from your event. If special accommodations need to be made to submit multiple checks, please discuss this situation in advance with your assigned Campus Liaison.

The CU Foundation must receive the net proceeds from your event no later than eight (8) weeks from the conclusion of the event.

GIFT RECEIPTING

Only checks payable to “CU Foundation” and cash donations clearly labeled with the event organizer’s information will be provided with a tax receipt in accordance with IRS regulations. The name and address appearing on a check will be used for purposes of receipting. We are unable to provide tax receipts for any gifts or contributions that are not received or made payable directly to the CU Foundation. We will only issue tax receipts for contributions made when no goods and services were exchanged. ***The CU Foundation cannot accept payment or process transactions for registrations, auctions, raffles, or other revenue-generating options where the full amount is not a tax-deductible gift.***

The CU Foundation and University cannot issue tax receipts for any in-kind gifts, including auction items, donated to a Community Partner Event.

The CU Foundation can verify matching gifts only for donations received directly by the CU Foundation that are eligible to receive a tax receipt.

RAFFLES AND GAMING

Colorado law requires special licensing to conduct a raffle. If you or your organization would like to conduct a raffle, individuals and/or organizations must obtain a raffle license from the Colorado Secretary of State. The University and CU Foundation will not be held responsible for any raffles or other gaming that goes on without license and will not accept improperly raised funds from these sources. More information on raffle licenses can be found on the Secretary of State’s website at www.sos.state.co.us

CORPORATE SPONSORS

The University and CU Foundation will not sell or promote goods or services from outside entities. The University can acknowledge a sponsor’s involvement, but it cannot endorse, encourage purchase, advertise sales, or compare products or services in this acknowledgement.

Entities with public images that would have the potential to compromise or conflict with the mission, vision or values of the University or CU Foundation may not be major or presenting sponsors of events where the University is a beneficiary and these entities may not promote their products through advertising or other exposure also including the University’s name or logo. Entities covered under this restriction include, but are not limited to, entities affiliated with tobacco or marijuana-related products, tanning salons or affiliated companies, or any organization associated with terrorist activities or donations obtained by illegal means.

Prospective corporate sponsors should be reviewed with your Campus Liaison to ensure there are no conflicts with other key event sponsors or donors currently supporting the University or CU Foundation in other areas.

CONTRACTS & LIABILITY GUIDELINES

The University and CU Foundation cannot be involved in any manner with permits or contracts that include the use of our name and involve execution of your Community Partner Event. The event organizer is responsible for obtaining all necessary licenses and permits relating to the event (e.g. raffle licenses, special event/liquor permits) and for ensuring that the event is conducted in accordance with all applicable laws and regulations.

The event organizer is not an agent for the University or CU Foundation and has no authority to enter into any contract or commitment on behalf of the University or CU Foundation or otherwise act on their behalf. The University and CU Foundation reserve the right to review all event-related contracts and agreements.

The event organizer is responsible for obtaining and maintaining appropriate insurance for the event. Upon request, you must provide the University or CU Foundation with evidence of insurance. Any event held on University property may have additional insurance requirements.

The University and CU Foundation are not liable for any injuries sustained by event volunteers or participants related to a Community Partner Event benefiting the University and cannot assume any type of liability for your event.

The University and CU Foundation cannot provide legal or tax advice; you should consult your own legal or financial advisors for such advice.

ALCOHOLIC BEVERAGES

No alcoholic beverages may be served or consumed on University premises except at an approved event. If your event will have alcoholic beverages, an "Events with Alcohol Authorization Form" must be completed by your sponsoring department. If you are hosting an external event on campus, please be sure to state up front if your event will serve alcohol. The University will ensure that the proper forms are completed; pending your event is approved.

FEE FOR SERVICE

A rental fee for use of University facilities shall be charged to all External Entities. Co-sponsorship of an activity by a University department does not change the obligation of an External Entity to pay a rental fee for use of University facilities except as specifically provided for by written contract. The Finance Office will set rates for the reimbursement for the use of facilities that includes a mandatory cleaning fee and applicable sales taxes. Revenues derived as a result of a contract (rental agreement) will defray the University's facilities costs. The Finance Office will determine the appropriate cost center to be reimbursed. The rental fee does not include setup, parking, catering, and such; these costs remain the responsibility of the co-sponsoring department.

If your event is taking place on the Anschutz Medical Campus, the University will send you a schedule of rental rates for both indoor and outdoor space.

POLICY LINKS

For those that are interested in hosting an event on the Anschutz Medical Campus, please use the following links for more information regarding University policy on alcohol and facilities use.

Information for external events hosted on campus:

<http://www.ucdenver.edu/about/departments/EducationalSupportServices/RoomScheduling/Documents/Outside%20Agency%20Packet%20and%20Policy.pdf>

Links to University alcohol policy and form:

<http://www.ucdenver.edu/about/departments/finance/Documents/FinanceFiles/Event%20with%20Alcohol%20Authorization%20Form.pdf>

http://www.ucdenver.edu/faculty_staff/employees/policies/Policies%20Library/Fiscal/Alcohol.pdf

UNIVERSITY SPEAKERS & ATTENDANCE

A representative from the University may be able to attend your event and/or speak to attendees, if desired. Please make requests at least 45 days in advance of the event date. Due to the volume of requests and staff availability, not all requests can be accommodated.

If you are requesting University representatives to attend your event and pay to attend, the University will only consider paying for the actual cost (or fair market value) of the goods and services received in exchange (e.g. cost of food and beverage). No donations will be made to events where the University is a beneficiary.

The University cannot provide volunteers for Community Partner Events.

For confidentiality reasons, the University and CU Foundation cannot release donor, faculty, staff, alumni, patient or volunteer contact information to event organizers.

The University can supply promotional materials (e.g. brochures, magazines, logo chapstick, etc.) in reasonable quantities for display or distribution at your event. Please discuss this opportunity with your assigned Campus Liaison as soon as possible once your event has been approved.

FOLLOW-UP FROM THE UNIVERSITY

In order for you to feel comfortable with the impact of your fundraising efforts and to help you make decisions about how to direct future event proceeds, the University can provide up-to-date information on specific programs and research needs at your request.

After your event and upon your request, the University can send a letter of thanks (separate from any applicable gift receipts from the CU Foundation or University) to all event supporters, informing them of the specific purpose their gift is being directed to and sharing with them ways to find more information about and get involved with the University. The event organizers will be responsible for making sure the contact list is complete if this follow-up is requested.



EVENT PROPOSAL
To Benefit the University of Colorado

Thank you for your interest in supporting the University of Colorado Anschutz Medical Campus!
Filling out this proposal will allow us to help you develop the best event possible.

Event Name: _____ Event Date(s): _____

Event Location: _____ Event Time(s): _____

PRIMARY CONTACT INFORMATION

Name: _____

Title (optional): _____

Company/Organization (optional): _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____ Email _____

EVENT OVERVIEW

Why do you want to support the University of Colorado?

Will this event also benefit another organization? No Yes – provide name(s):

Please provide a brief description of your fundraising event (Attach another sheet if necessary):

Do you intend for the funds raised to be:

- Unrestricted (general support to School/Center of choice used at the discretion of the Director)
- Restricted (please explain below)

Fund # and/or name (if known): _____

Description (program/disease type/doctor/etc.): _____

Please Note: If you wish to restrict your donations to a specific purpose, you must disclose this in all materials promoting your event.

EVENT LOGISTICS

Will any alcoholic beverages be served? No Yes

Have you obtained insurance for your event? No Yes – Property Liability Both

List the name of insurance company _____

Please Note: The event organizer is responsible for obtaining and maintaining appropriate insurance for the event. A CU representative will contact you for on-campus events where University of Colorado needs to be listed as an additional insured.

How often does this event occur Annually Single Event On-going Other

How long have you put on this event? First Year OR # of Years _____

Please list the key individuals and/or organizations/businesses already associated with this event (event committee members, nonprofit organizations, event sponsors, paid event planners, etc.):

REVENUE / BUDGET

If you already have a budget for the event, please send us a copy; if not, please estimate below.

Anticipated Gross Revenues \$ _____

Anticipated Expenses \$ _____

% of net proceeds to be donated to CU? _____%. If less than 100% please explain:

Please Note: If you are not planning to send 100% of net proceeds to CU, you must disclose this in all materials promoting your event, including the amount or percentage you intend to donate to the CU.

Please check and explain major source of funds:

- Admission Donations Pledges Merchandise Sales
- Auctions (Silent or Live) Other - explain below:
-

MARKETING / PROMOTIONS

Please Note: The University of Colorado reserves the right to review all promotional materials and make changes in messaging to ensure the language is consistent with branding guidelines. The University of Colorado name, its logo and affiliates are registered trademarks and cannot be reproduced without written permission from the University.

What public outreach methods will you be utilizing? (Please check all that apply):

- Advertising Radio T.V. Print Ads
- Flyers Mailers Website Social Media
- Other – please explain _____

By signing and submitting this proposal, you acknowledge that:

- a) Neither the University of Colorado or the University of Colorado Foundation is financially or otherwise liable or responsible in any way for the promotion or staging of your event or for any claims, damages, liabilities, injuries, losses or expense that arise out of or relate to the event. You agree to indemnify, defend and hold harmless the University of Colorado, or the University of Colorado Foundation, all University of Colorado and University of Colorado Foundation employees and agents, and their successors and assigns (“CU Parties”) of and from all claims, damages, liabilities, injuries, losses or expenses (including, without limitation, attorneys’ fees and costs) that arise out of or relate to the event or its promotion, planning or development except to the extent caused by the CU Parties.
- b) The University of Colorado reserves the right to opt out as a beneficiary of your event at any time with no obligation by sending you written notification.
- c) Should any of the information submitted in this proposal change, you will notify the University of Colorado immediately. Changes to this proposal after it is approved may cause the original approval to be revoked and the proposal to be re-examined as a new proposal, depending on the significance of the changes.
- d) You have read through the Community Partner Guidelines (Version 1.0) and agree to adhere to all the policies and procedures outlined in that document as you plan and execute your event. Failure to follow the Community Partner Guidelines can result in the CU opting out as the beneficiary of your event.

Signature

Date

Once this proposal is completed, please return to:

lindsay.gemberling@ucdenver.edu

Phone: 303-724-7823 Fax: 303-724-4694

University of Colorado Office of Development
Attn: Lindsay Gemberling
13001 E. 17th Place, Mail Stop A065
Aurora, Colorado 80045

A representative from our staff will be in contact with you within two weeks after you submit this proposal to discuss further details and inform you whether your event is approved.

Thank you again for choosing to support the University of Colorado!