

PURPOSE

A Third Party Event is one that is hosted by an individual, business, or other entity with a goal to fund-raise for Xtreme Couture GI Foundation (XCGIF). These events are considered self-sufficient and will not be managed or sponsored by Xtreme Couture GI Foundation, but the "host" agrees to use guidelines set forth by XCGIF.

We are beyond honored you are considering an event to benefit this mission!

We couldn't fulfill it without passionate, patriotic people like you!

IMPORTANT TO KNOW:

- Upon approval of the event, we will provide a pre-determined set of assets to ensure the event has official and accurate messaging.
- Due to the demand and expense of sending XCGIF representatives to every third party event, we are unable to commit an appearance by our staff, Board, or Randy Couture.
- In order to meet the goals of our mission, we must keep production, travel and other expenses to a minimum.
- By approving this event, XCGIF is not bound to promote, advertise or otherwise facilitate the success of your event.
- Once this application is submitted, an Event Coordinator will be in touch.

CONTACT INFO

First Name _____ Last Name _____

Phone # _____

eMail _____

Mailing Address _____

Mailing Address 2 _____

City _____ State _____ Zip Code _____

ABOUT THE EVENT

Proposed Name For Your Event _____

Event Date _____

Event Start Time _____

Event End Time _____

Address of Event _____

Address of Event 2 _____

City _____ State _____ Zip Code _____

Does Your Event Have a Website? _____

Is Your Event Open to Public Attendance? _____

Is there a Cost to Attend Your Event (Ticket, Entry Fee, Etc)? _____

Please describe THIS event You Would like to Have:

Are You Accepting Volunteers? If so, Please List the eMail Address of the Person for Contacting

Please Describe any PAST Events You've Hosted, Including: Locations, Dates, etc.

MARKETING INFORMATION

We are thrilled with your decision to host an event on our behalf! As such, we want this to be as successful as possible. Materials and promotion are important elements, so let's talk about it.

A few things:

- All event marketing materials using our intellectual property (i.e. logo, messaging, etc.) must be submitted for approval PRIOR to any distribution or promoting.
- Please forward your promotional materials to our Event Coordinator at least 2 weeks in advance of intended distribution date.
- Due to the number of events held each year, we may or may not, be able to assist with certain materials or planning. Please be very clear about what type of assistance you may need from XCGIF.
- Assets and assistance are considered on a case-by-case basis.

Please select all of the ways that you plan to publicize your event and use Xtreme Couture GI Foundation Logo and or Randy Couture's name and likeness?

- Press Release
- Posters/Flyers
- Advertisements (Print, Radio, TV)
- Facebook Event Page (Note: it cannot be a XCGIF Facebook page)
- Use of XCGIF logo and collateral leading up to and during event

Other, please specify below

BENEFIT INFORMATION

If Submitting Proceeds by Check Please Make Sure ALL Checks are made Payable to:

Xtreme Couture GI Foundation
Attn: Valerie Haney
4055 West Sunset Rd.
Las Vegas, NV 89118

**** Please write the name of your event in the memo on the check. ****

This is VERY important so your event gets the credit its deserved!

Estimated Event REVENUE * _____

Estimated Event EXPENSES * _____

Estimated Total PROCEEDS * _____

What percentage of the total proceeds will XCGIF receive? * _____

If XCGIF will not receive 100% of total proceeds, please describe how the remaining proceeds will be used?

BENEFIT VALUE- Applies only to donations that require a tax acknowledgment letter.

Please provide a list of benefit values for event tickets and event sponsorships. XCGIF Finance Team will need the know the value assigned to the ticket and/or sponsorship, including any entertainment, meals, etc. (i.e. Table Sponsor costs \$1,000 and sponsor gets 8 seats, includes a meal).

Only after these values are collected can our Finance Team forward a tax acknowledgment letter. If any checks made payable to Xtreme Couture GI Foundation are received, we are required to know if the donor received anything for their contribution.

FINAL STEPS

In order to protect all we've worked to accomplish and support our passionate supporters, we request all third party events use **ONLY** the intellectual property provided in the promotional materials toolkit provided by XCGIF. You can find all the marketing materials you need in there. We also request you obtain both verbal and written approval prior to any print or distribution of such items. XCGIF may request immediate discontinued use of any unauthorized materials.

Please read each statement carefully and check the corresponding box to indicate you understand and agree to the required terms. *

- I understand that I may only use the XCGIF logos, images, messaging, or any other intellectual property provided in the promotional materials toolkit, and that I cannot alter them beyond resizing.
- I understand that unapproved marketing materials in any form (flyers, social media posts, or "Xtreme Couture GI Foundation" website) may not be used.
- I understand that any media promotions, including official press releases, interviews, and on camera appearances must be approved prior to scheduling.
- I understand that XCGIF cannot be required to split proceeds with other non-profits unless it is an approved XCGIF and Partner charity.
- I understand that I must submit a report detailing all expenses and income for this event.
- I understand that a spreadsheet detailing the finances must be submitted **AND** the finances **MUST** be submitted within 2-3 weeks post event.
- I understand that my event must be within established XCGIF media and creative guidelines for it to be posted on the XCGIF website/calendar.
- I understand that I cannot design a "Xtreme Couture GI Foundation" website or social media page (i.e. Facebook) to promote my event without approval from XCGIF .

Xtreme Couture is beyond humbled and proud of the impact our mission has on military families throughout the country and we're excited you're inspired to join the movement! Our mission can only be accomplished with the help of great Americans like you. Thank you!

Signature:

Date: