



## **Guidelines for Conducting Special Events, Benefits or Promotions to Benefit Little Kids Rock**

Thank you for your interest in benefiting Little Kids Rock (LKR). Donations to Little Kids Rock help us fulfill our mission to bring free instruments and music education to kids in public schools across the United States. Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit Little Kids Rock.

First, please complete and submit your application giving us certain information about the proposed event. Once this application has been submitted, we will review it and will do our best to contact you within 10 working days. Please do not move forward with your plans, however, until we contact you to make certain we can work together most efficiently to benefit the kids who need our help.

**Please note that while Little Kids Rock may be able to provide guidance for your event, we are generally unable to provide administrative or logistical assistance for the event (e.g., distributing invitations, compiling RSVP’s, selling tickets, sitting on steering committees, etc.). Because we have a very small staff, once we approve your event, you should be prepared to provide all of the support necessary to organize and conduct the event, including committing all funds required for conducting the event.**

### **Things to consider before you submit your application...**

- As a responsible steward of public funds, Little Kids Rock works to keep our expenses at or below 13% of our gross revenue. Likewise, we expect any individual or organization that organizes and conducts an event to benefit us to ensure that the expenses incurred in connection with the event do not exceed 25% of the gross revenue generated by the event. Exceptions may sometimes be made for first-time events, on a case-by case basis.
- A Letter of Agreement must be negotiated and signed by both you and Little Kids Rock before you can begin planning or promoting the event.
- **You will be responsible for obtaining any necessary permits for the event, and for obtaining general liability insurance for your event. The following entities must be named as additional insureds on the liability insurance for the event:**

**Little Kids Rock  
116 Greenwood Avenue  
Montclair, New Jersey 07042**

- If you conduct an athletic or sporting event, you must require all participants to sign a waiver/release and must retain those waivers/releases for an agreed-upon period of time following the event.
- All products or other item(s) that will be sold at or in connection with the event must be non-controversial in nature and approved in advance by Little Kids Rock.
- Little Kids Rock works with various corporate sponsors in connection with programs and events that we conduct. In order to ensure that there is no conflict with our sponsors and partners it is important that you inform us of any potential event sponsors or underwriters for your event before you secure them.

### **Other things to keep in mind. . .**

- You must obtain written permission from Little Kids Rock to use Little Kids Rock name, logo and/or trademarks. **Completion of the Application for Special Events, Benefits, or Promotions does not constitute permission from Little Kids Rock to use LKR name, logo or trademarks.** If your application is approved, a Letter of Agreement will be negotiated and signed by the parties; you may use LKR's name, logo and trademarks in accordance with the terms of that agreement. All references to LKR in publicity and promotional materials, on tickets, invitations, etc. should say: **Little Kids Rock**
- You will create and disseminate all publicity for the event.
- All publicity material related to the event must be reviewed and approved by LKR *before it is produced or distributed*. This includes, but is not limited to, invitations, press releases, digital media, newspaper or newsletter, articles, merchandise, etc.

### **Making your donation...**

- It will be necessary for you to provide us with a check for the event proceeds, along with an accounting of those proceeds, within an agreed-upon time (e.g., 60 days) following conclusion of the event.
- If a sponsor, underwriter, attendee or participant is interested in making a donation directly to Little Kids Rock (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.
- Last year, events organized and conducted by Community Partners like you accounted for almost 10% of our total revenue. THANK YOU!

We sincerely appreciate your desire to support Little Kids Rock and our mission to bring music back where it belongs... *in our schools!*