



### **TB12 FOUNDATION SUPPORT:**

To support your effort while balancing our own limited resources, the **TB12 Foundation** is able to provide varying levels of assistance based on the level of third-party event/campaign benefit:

#### ***Guaranteed Donation of \$1,000 to \$5,000:***

- Use of TB12 Foundation Name and Logo
- Foundation agreement confirmation letter to support your efforts.
- Event/campaign listing on the TB12 Foundation website.

#### ***Guaranteed Donation of \$5,000 or more:***

- Items above, plus:
- Support with joint press release, providing the promotion falls within mutually agreed upon media window.
- Twitter, Facebook and Instagram post by the TB12 Foundation (*number and frequency determined by the timing of the promotion*).

#### ***Guaranteed Donation of \$20,000 or more:***

- Items above, plus:
- Check presentation at a pre-existing TB12 Foundation event or TB12 Sports Therapy Center in Foxboro with Foundation representative (*date and location to be set by the TB12 Foundation*).
- One “Thank You” video produced by TB12 Foundation’s production team (*timing to be determined by the TB12 Foundation once funds are received in full*).

### **What the TB12 Foundation cannot do for you:**

*We state this information in advance to alleviate disappointment or misunderstandings with regards to our participation and support of your fundraising event.*

- Guarantee staff or volunteer support the day of your event/campaign, although we will do our best to accommodate all advance requests
- Guarantee public attendance at your event/campaign
- Provide TB12 Foundation tax-exempt number for making any purchases related to your event/campaign
- Share access to donor contact information
- Fund or reimburse any expenses incurred throughout the planning and execution of the event/campaign
- Solicit sponsorship revenue
- Publicize your event/campaign

## **TERMS & CONDITIONS:**

- Third-party fundraising events should complement the mission and image of TB12 Foundation, which is why we require all sponsors to submit their ideas through our public relations firm, Goodwin Group PR.
- The TB12 Foundation reserves the right to request additional information prior to approving a cause-related program. The TB12 Foundation has the right to refuse an application which competes with an established Foundation partnership or event or does not align with our mission.
- Any use of the TB12 Foundation's logo is subject to prior written approval by the TB12 Foundation. Sponsor agrees to submit to the TB12 Foundation for approval – prior to the production, distribution, broadcast or publication thereof – all printed materials, publicity releases and advertising relating to the promotion that mentions the TB12 Foundation or contains the TB12 Foundation logo. Approved use of the TB12 Foundation logo does not grant permission of use Tom Brady's name, image or likeness.
- The TB12 Foundation is not responsible for the marketing and/or promotion of your third-party fundraising event. Only signed CRM Agreements with guaranteed donations may receive promotion on official TB12 Foundation outlets (web site, social media, newsletter, etc)
- The event host is responsible for covering all expenses for the event and will not be reimbursed by the TB12 Foundation. No more than **25%** of gross revenue generated from the event should be used to cover expenses. This is a standard that the TB12 Foundation strongly follows for its own events.
- The event host is responsible for collecting any money generated from the event, including ticket sales, merchandise sales, donations, etc. Within a month of the event's passing, a check should be distributed to the TB12 Foundation.
- As requested and appropriate, the TB12 Foundation will provide a brochure and other information materials promoting and explaining the mission of the TB12 Foundation. These items will be made available to the sponsor electronically and can be printed at the Sponsor's costs.
- The TB12 Foundation respects the privacy of our donors. For all third-party fundraising events, we cannot share our mailing list or send mail to constituents on behalf of third parties.
- **The TB12 Foundation cannot handle any requests for participation on the part of its Founder, Tom Brady.**
- All requests for his involvement should be made to Goodwin Group PR at [margrette@goodwinpr.com](mailto:margrette@goodwinpr.com) or 508-404-1740.