



**S E N T A R A<sup>®</sup>**

## **Sentara Foundation – Hampton Roads Fundraiser Guidelines**

### **Approving Your Event**

- Third party events must be approved by the Sentara Foundation – Hampton Roads. Please fill out the approval form at least 30 days before your event.
- Include all marketing material and any social media links you will be using to advertise your event, such as Facebook, Twitter, etc.
- The Sentara Foundation – Hampton Roads will contact you when your event is approved.

### **Promoting Your Event**

- When using the Sentara name to advertise your event, you must title your event with Sentara listed at a beneficiary. An example would be “Gala to Benefit Sentara.”
- Organizers of third-party events cannot be named as a representative of Sentara.
- The Sentara logo may not be used on any personal marketing materials.
- All advertising and promotional materials must be approved by the Sentara Foundation – Hampton Roads
- The Sentara Foundation is unable to provide any information regarding donors or donor lists.

### **Financial Guidelines for Donations**

- Individual checks must be payable directly to the “Sentara Foundation – Hampton Roads” to receive a receipt for tax deduction.
- Your donation to Sentara must be at least 50% of the gross proceeds

### **Liability**

- Event organizers are responsible for all permit fees, and insurance and liability costs.

**If you have any additional questions email**

**<mailto:foundation@sentara.com>**