



# NOMC/AF Fundraiser & Benefit Concert Policies and Procedures

Effective September 15, 2011 | Updated January 2013

Thank you for supporting the mission of the New Orleans Musicians' Clinic and Assistance Foundation Mission:

**To sustain New Orleans' musicians in body, mind and spirit through access to health and social services in collaboration with the New Orleans Musicians' Clinic.**

## **Sponsorship Guidelines:**

Our primary concern will always be the health and welfare of our musicians and tradition-bearers. It is because of this mission that the NOMC/AF events can **never be sponsored by alcohol, tobacco and/or gambling companies**. Donations are always appreciated and formally acknowledged, *but recognition of these companies in a promotional capacity before, during or after the event is strictly prohibited.*

## **NOMC/AF Endorsements:**

We have established a process to ensure all future events and benefit concerts will follow these guidelines for endorsement in using NOMC/AF's name & likeness. The event producer must complete the application and submit it at least 30 days prior to event date. No trademarked logos or names that fall under the NOMC/AF umbrella can be utilized without this written permission. We will pursue legal action if these guidelines are not followed.

## **Musician Involvement:**

We have a firm policy against asking New Orleans' musicians to donate their services on our behalf.

While we rely on benefits and donations to fund our services for musicians, the NOMC/AF are not event producers, nor do we have the staff resources to assist event producers or their organizations in the direct coordination of endorsed events.

For these reasons, NOMAF cannot serve as a music sponsor or fiscal agent for any individual or organization hosting a benefit on behalf of the NOMC/AF. We also cannot distribute printed or electronic materials advertising for an event.

For more information, please contact Stacey Morigeau, NOMAF Programs Director at (504) 415-3514 or [programs@nomaf.org](mailto:programs@nomaf.org).



Visit [www.NOMAF.org](http://www.NOMAF.org) for more information



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NOMC/AF staff and board coordinate two fundraising events per year titled The Creole Jazz Brunch (in April) and NOMC R&B Birthday Party (in May).

Previously endorsed NOMC/AF event references: My Darlin' New Orleans (produced by HBO's Treme TV Series), Best of the Beat Awards 2011 (produced by OffBeat Magazine), Down on Bayou (produced by JoJo Hermann), NOMC'S Running Team at the Crescent City Classic (coordinated by musicians and volunteer runners), Up from the Bayou 1 in New York City.

## APPLICATION FOR NEW ORLEANS MUSICIANS' CLINIC AND ASSISTANCE FOUNDATION ENDORSED EVENTS

I/we (insert name or name of organization)

\_\_\_\_\_ hereby referred to as Volunteer Event Producer (VEP) acknowledge that the New Orleans Musicians' Clinic and Assistance Foundation hereby referred to as NOMC/AF, is **NOT** responsible for any expenses incurred by VEP during any staging or production of said event. I also acknowledge that NOMC/AF is **NOT** responsible for underwriting or providing financial support of any kind of same event. As a VEP, we shall not represent NOMC/AF by providing any information or direction to any member of the media, including print, broadcast and Internet press, including bloggers, without explicit written permission from the CEO of NOMC/AF.

One may publicly promote and advertise the endorsed event, however is limited to said event promotion only and not the overall services, status and/or history of the NOMC/AF. All public relations inquiries pertaining to the NOMC/AF organization must be referred to the NOMC/AF CEO or approved representative.

Event Name \_\_\_\_\_ Event Date \_\_\_\_\_

Event Location \_\_\_\_\_ Expected audience \_\_\_\_\_

Percentage (or amount) of profits being donated from event to NOMAF \_\_\_\_\_

VEP Signature \_\_\_\_\_ Date of Application \_\_\_\_\_

VEP Printed Name \_\_\_\_\_

### Approved NOMAF Representative Signature

\_\_\_\_\_

Date Approved \_\_\_\_\_



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