



# Third-Party Events

Community support is a bedrock of our efforts to make Tampa General Hospital the safest and most innovative health system in America.

# Third-Party Events Overview

## How Third-Party Events Work

Individuals, family foundations and corporations organize events with proceeds supporting Tampa General Hospital.

We truly appreciate the energy and passion that goes into the planning your event, which can play a significant role in raising awareness and support for TGH's shared purpose to care for everyone, every day. We are so thankful for your support and are happy to assist you when and where we are able.

Whether you are new to fundraising or a seasoned expert, planning and logistics are vital to the success of your event or campaign. The information in this toolkit will help you organize and host an effective event to benefit Tampa General Hospital.

We look forward to working with you!

### Questions? Contact:

Christina Stevens, Director of Annual Giving  
christinastevens@tgh.org  
813-844-8676

Tampa General Hospital Foundation  
P.O. Box 1289  
Tampa, FL 33601  
foundation@tgh.org

## Third Party Event Spotlight: Pags Family Golf Classic

The Pags Family Golf Classic is an annual third-party golf tournament hosted by the Pagliarulo Family Foundation every year in January. The tournament has taken place for the past three years and has raised over \$200,000 to support pediatric cancer care at Muma Children's Hospital at TGH.

Inspired by Chris Pagliarulo's 2021 battle with Hodgkin's lymphoma and his subsequent remission, the family is committed to improving treatment, research and support for children facing cancer.

All proceeds from the tournament benefit Muma Children's Hospital at TGH, and the Pagliarulo Family Foundation matches every dollar raised, doubling the event's impact.



**The Pagliarulo Family visits the TGH Foundation office for a check presentation for the January 2026 Pags Family Golf Classic proceeds. It was the most successful tournament to date, which raised over \$110,000!**



## Q&A and Best Practices

### What are some ideas or examples for third-party events?

We recommend choosing an event that aligns with your personal interests and goals. Your event should fit the scope, talent and time availability of you and your planning committee. Some fundraising event ideas: restaurant give backs, promotional item sales, casino nights, car washes, sports tournaments (like a clay shoot or golf tournament) and more.

### Can I choose a specific TGH cause for my event to support?

Yes! We have over 150 TGH Foundation funds available for support - including team member support, patient assistance, capital projects and more. There is also the option to designate event proceeds to one of our regional hospitals (such as TGH Brooksville or TGH Spring Hill.) The TGH Foundation will work with you to find a program or cause that is meaningful to you.

### Can the TGH Foundation assist with processing donations?

The TGH Foundation offers several ways to support your fundraiser by collecting direct donations. We can create a customized online giving link for your event, allowing supporters to contribute directly to the TGH Foundation and receive appropriate tax receipts and stewardship. Please note that we cannot disclose individual donation amounts, so this link should not be used for ticket sales or other purchase-based transactions. We are unable to issue tax receipts for items or tickets purchased through your fundraiser. If you are collecting check donations, please send them to us within 30 days of receiving them, or encourage donors to mail their checks directly to the TGH Foundation (P.O. Box 1289, Tampa, FL, 33601). Many donors appreciate timely processing, and some checks become void after 90 days.

### Any other tips to ensure my event is a success?

- Recruit a team to help! Family, friends and colleagues can assist with planning, promotion and organization.
- When picking a date and location, choose a time of year that will best fit your event and make sure to factor in weather conditions and holidays.
- Create a timeline and plan to ensure all aspects of your event stay on track.
- Establish a budget - we recommend keeping fundraising expenses below 25% of the total revenue if possible. Please note that the TGH Foundation is unable to assist with event expenses or provide reimbursements.
- Following the event, make sure to thank your donors and volunteers!

## What other responsibilities fall on the third-party event host?

- Submitting the TGH Foundation Community Fundraiser Application (see Page 7)
- All expenses related to the fundraiser.
- Managing any sales and/or distribution of items related to the fundraiser.
- Advertising and marketing for the fundraiser, including designing and producing communication materials. Creative materials may not suggest that the event is being sponsored, co-sponsored or produced by TGH.
- Creating mailing lists for invitations.
- Recruiting and managing volunteers.
- Obtaining any necessary permits for the event.

## What support can the TGH Foundation team provide?

- We will schedule an initial planning meeting and check-in meetings to offer advice, ideas and best practices on fundraisers and event planning
- Provide a letter of endorsement to validate the authenticity of the event and its organizers
- Provide approved use of the TGH Foundation name and logo
- Provide IRS-compliant tax receipts for donations made directly to TGH
- Additional services provided by TGH Foundation staff can be found on Page 5



**Corporate Philanthropy Partner members from Gilbane visit the TGH Foundation office for a check presentation from their Reel to Heel Fishing Tournament proceeds, which raised over \$140,000 to support the Master Facility Plan.**

## Foundation Support Matrix

The TGH Foundation is grateful for the many third-party events that support Tampa General Hospital. Because our team and resources are limited, we utilize the support matrix below that outlines the type of assistance our team is able to provide for your event.

### Events with revenue from \$5,000 to \$24,999

- Planning meeting with TGH Foundation team to discuss best practices
- Event check-in meetings as needed
- Creation of flyer outlining TGH program that the event will support
- Creation of custom donation webpage (utilizing a platform called Scalefunder)\*
- One post on appropriate TGH Foundation social media pages highlighting event
- Shout out in TGH Foundation Forward newsletter (sent to over 7,000 individuals)
- Check presentation at TGH Foundation office following your event

### Events with revenue from \$25,000 to \$49,999

- Planning meeting with TGH Foundation team to discuss best practices
- Event check-in meetings as needed
- Creation of flyer outlining TGH program that the event will support
- Creation of custom donation page (utilizing a platform called Scalefunder)\*
- Two posts on TGH Foundation social media pages highlighting event
- Shout out in TGH Foundation Forward newsletter (sent to over 7,000 individuals)
- One TGH Foundation staff member to attend your event to speak on behalf of TGH if requested
- For corporations: entry into TGH Foundation Corporate & Philanthropy Partners program\*\* with benefits for members who give from \$25k - \$49.9k
- Check presentation at TGH Foundation office following your event with foundation leadership

### Events with revenue above \$50,000

- Planning meeting with TGH Foundation team to discuss best practices
- Event check-in meetings as needed
- Creation of flyer outlining TGH program that the event will support
- Creation of custom donation page (utilizing a platform called Scalefunder)\*
- Two posts on TGH Foundation social media pages highlighting event
- Shout out in TGH Foundation Forward newsletter (sent to over 7,000 individuals)
- Minimum of one TGH Foundation staff member to attend your event
- TGH Service line/program leader to attend and speak at your event
- For corporations: entry into TGH Foundation Corporate & Philanthropy Partners (CPP) program\*\* with benefits depending on corresponding gift amount
- Check presentation at TGH Foundation office following your event with foundation leadership and hard hat tour of the new Taneja Surgical, Neurosciences & Transplant Tower

\*The TGH Foundation cannot track/process ticket sales/sponsorships etc. through custom donation page. Donation page is for individuals who wish to make an outright cash gift to support your event/cause.

\*\*More info on the Corporate Philanthropy Partners (CPP) Program can be found at [tgh.org/cpp](http://tgh.org/cpp)

## TGH Foundation Logo Guidelines

Tampa General Hospital's name and logo can only be used with written permission and approval of use in the event application and or email correspondence. The TGH logo is a registered trademark and may not be altered in typeface, color, configuration and/or position. TGH Foundation staff must sign off on any marketing materials with our logo and information about our organization including but not limited to: flyers, emails, social media posts, websites, etc. TGH Foundation staff will provide a logo that you can utilize for your event promotion.

## Third-Party Event Application

All individuals/corporations/foundations who are interested in hosting a third-party event must complete the Tampa General Hospital Foundation Fundraising Application in advance of the event and before using TGH's name and logo. Your application will be reviewed by the TGH Foundation team to ensure the event follows TGH guidelines and is consistent with our mission and values. Once approved, we will send a letter of endorsement that can be used to assist in solicitation efforts.

Each application will be considered individually. We reserve the right to deny any application for a fundraising event that does not complement the mission or values, or project a positive image of Tampa General Hospital or the TGH Foundation. Generally, events that will not be authorized are events that:

- Do not support the shared purpose and values of Tampa General Hospital
- Promote a political party/candidate or appear to endorse political issues
- Potentially conflict with marketing or public relations standards
- Require TGH endorsement of a product, service or TGH's participation in the direct sale of a product or service
- Involve a professional fundraiser, telemarketer and/or involve an agreement to raise funds on a commission, bonus, or percentage basis
- Compete or conflict with an already established or scheduled event to benefit the TGH Foundation
- Fail to comply with any municipal, county, state and/or federal law



New Corporate Philanthropy Partner members Barr & Barr hosted their first annual clay shoot event in January to benefit the TGH Brooksville Patient Assistance Fund.



New Corporate Philanthropy Partner member Tom Barrow hosted thier first annual Tee Off for TGH Golf Tournament in February, raising over \$25,000 to support the Master Facility Plan.



# Third-Party Events: Guidelines & Application

As you begin planning your event, we ask that you complete the application by scanning the QR Code below. By registering your event with us, you will receive support, advice and approved use of our logo. We can also provide a letter of endorsement so that people know your event is officially endorsed by the Tampa General Hospital Foundation.

When considering hosting a third-party event to benefit the TGH Foundation, please adhere to the guidelines below:

- The TGH Foundation reserves the right to decline approval of an event at any time.
- Publicity may not imply that the event is sponsored or co-sponsored by TGH, TGH Foundation or that the Hospital and/or the Foundation is involved as anything but the beneficiary. Please list the event name followed by “...Benefiting Tampa General Hospital.”
- The public should be informed how the TGH Foundation will benefit from the event or promotion. If the TGH Foundation will not receive all of the proceeds, then the exact percentage that benefits the foundation must be stated clearly on all related marketing materials.
- Proceeds must be received by the TGH Foundation within 60 days of the fundraising event or campaign.
- Proceeds and Direct Gifts may be sent to:  
**Tampa General Hospital Foundation**  
**P.O. Box 1289**  
**Tampa, FL 33601-1289**
- Checks should be made payable to Tampa General Hospital Foundation.
- The TGH Foundation is unable to provide tax write-offs/receipts to individuals who purchase items or tickets through your fundraiser. We will only provide tax receipts to donations made on our website or sent directly to our offices.
- Solicitation of businesses involving the direct or implied use of the TGH Foundation name or logo must be approved in advance by the Foundation. Please understand that many companies are already supporting the Foundation and may not wish to make additional donations.
- The TGH or TGH Foundation’s legal counsel reserves the right to review all related contacts and service agreements. No contracts or service agreements that mention TGH or TGH Foundation should be signed before this review is complete.
- The TGH Foundation will not be involved in any manner with liquor permits including the use of our name.
- The TGH Foundation and all related entities are not liable for any injuries sustained by event volunteers or participants related to an event benefiting the Foundation, and cannot assume any type of liability for your event.



Please scan the QR Code or visit  
<https://forms.cloud.microsoft/r/n0UVS5Jt17>  
to fill out your Third-Party Event application.



Thank you for considering hosting a third-party event to support the TGH Foundation! All proceeds raised from now through September 30, 2027 will be a part of the TGH Foundation's six-year comprehensive fundraising campaign, Elevating Excellence.

Elevating Excellence: Innovating Tomorrow's TGH is a visionary campaign bringing together skilled medical, academic, research and support facilities in an ecosystem of expertise designed to enrich every aspect of patient care, attract the world's best and brightest physicians and scientists, and drive medical innovation and discovery for decades to come.

For more information contact:  
Christina W. Stevens, Director of Annual Giving  
[christinastevens@tgh.org](mailto:christinastevens@tgh.org)  
813-844-8676