



Special 3rd Party Events Guidelines

Thank you for your interest in benefiting the Memorial Affiliate of Susan G. Komen (“Komen Memorial”). Donations to Komen Memorial are an important vehicle in advancing our mission of eradicating breast cancer as a life-threatening disease through the advancement of research, education, screening, and treatment.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit Komen Memorial. It will be necessary for you to first complete and submit an application giving us certain information about the proposed event. (A copy of the application can be downloaded from our website). Once the application has been submitted, it will be reviewed by a committee of Komen Memorial. We will do our best to contact you within approximately 15 days with the committee’s decision. Please do not move forward with your plans, however, until you have been notified of the committee’s decision.

Please note that while Komen Memorial 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.). If the event is approved, you should be prepared to provide all of the support necessary to organize and conduct the event, including committing all funds required for the event.

Things to consider before you submit an application...

- As a responsible steward of public funds, Komen Memorial works to keep our expenses at or below 25% of our gross revenue as we advance our mission to eradicate breast cancer as a life-threatening disease. 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-year events, on a case-by case basis.
- A Letter of Agreement must be negotiated and signed by both you and Komen Memorial 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:

The Susan G. Komen Foundation
5005 LBJ Freeway, Suite 250
Dallas, TX 75244
Susan G. Komen Memorial
4700 N. University, Suite 92
Peoria, IL 61614

- 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 Komen Memorial.

- Komen Memorial works with various underwriters and sponsors in connection with events that we conduct. In order to ensure that there is no conflict with our sponsors or underwriters, you must 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 Komen Memorial to use Komen’s name, logo and/or trademarks. **Completion of the Application for Special Events, Benefits, or Promotions does not constitute permission from Komen Memorial to use Komen’s name, logo or trademarks.** If your application is approved, a Letter of Agreement will be negotiated and signed by the parties; you may use Komen’s name, logo and trademarks in accordance with the terms of that executed agreement. All references to Komen in publicity and promotional materials, on tickets, invitations, etc. should say:
 - Susan G. Komen® Memorial (for the first reference)
 - Komen Memorial (is acceptable for subsequent references.)
- You will need to be prepared to create and disseminate all publicity for the event.
- All publicity material related to the event must be reviewed and approved by the Affiliate *before it is printed or distributed*. This includes, but is not limited to, invitations, press releases, newspaper or newsletter articles, merchandise, etc.
- In accordance with the Better Business Bureau Wise Giving Alliance’s guidelines for charitable promotions, all advertising and promotional materials for your event must clearly disclose to the public the specific amount of money from the consumer’s purchase that will be donated to (e.g., “\$10 of each ticket purchased,” “10% of the sales price of this product,” 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.
- Sponsors, underwriters, attendees and participants must make their payment for the event directly to you, as the individual or organization conducting the event. **You cannot offer sponsors, underwriters, participants or attendees the option of writing their checks for the event directly to Komen Memorial for tax purposes, or otherwise allow them to make their event payment directly to Komen Memorial.** You also may not make any other statement or take any action which would imply that those payments are tax-deductible.
- If a sponsor, underwriter, attendee or participant is interested in making a donation directly to Komen Memorial (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.
- Last year, events organized and conducted by 3rd parties accounted for a percentage of our total revenue. We sincerely appreciate your desire to support Komen Memorial and our mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.