

**General Information and Guidelines for Conducting  
Special Events, Benefits or Promotions to Benefit  
The Dallas County Affiliate of Susan G. Komen for the Cure®**

Thank you for your interest in benefiting the Dallas County Affiliate of Susan G. Komen for the Cure® (“Komen Dallas County Affiliate”). Donations to the Komen Dallas County Affiliate 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 the Komen Dallas County Affiliate. It will be necessary for you to **read the guidelines below first then complete and submit an application** giving us certain information about the proposed event. Once the application has been submitted, it will be reviewed by a committee of the Komen Dallas County Affiliate. The committee will do their best to contact you within 3 days of the application submittal. Please do not move forward with your plans, however, until you have been notified of the committee’s decision.

**Please note that while the Komen Dallas County Affiliate 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...

- ✿ A Letter of Agreement must be negotiated and signed by both you and the Komen Dallas County Affiliate before you can begin planning or promoting the event.
  - ✿ For all events or sales that anticipate a donation of less than \$500, the Affiliate encourages the organization, individual or entity to use language such as “all proceeds will benefit breast cancer research, education, screening and treatment.” Due to staffing and time constraints, the Affiliate cannot grant use of our name or logo for events or sales with a donation of less than \$500. For events or sales with a guaranteed donation of \$500 or more, the Affiliate will grant the use of our name. For events or sales that guarantee a donation of \$2,500 or more, the Affiliate will grant the use of our name and logo.
  - ✿ 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 insured on the liability insurance for the event:
    - The Susan G. Komen Breast Cancer Foundation, Inc  
5005 LBJ Freeway, Suite 250  
Dallas, TX 75244
  
    - The Dallas County Affiliate of Susan G. Komen for the Cure  
12820 Hillcrest Rd., Suite C105  
Dallas, TX 75230
- Proof of this insurance must be received by the Affiliate prior to the event date.
- ✿ 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 the Komen Dallas County Affiliate.
  - ✿ The Komen Dallas County Affiliate 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 the Affiliate 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 the Komen Dallas Affiliate to use Komen's name, logo and/or trademarks. **Completion of the Application for Special Events, Benefits, or Promotions does not constitute permission from the Komen Dallas County Affiliate 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:
  - The Dallas County Affiliate of Susan G. Komen For the Cure® (for the first reference)
  - Komen Dallas County Affiliate (This 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 the Komen Dallas Affiliate (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 make the donation 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 the Komen Dallas County Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen Dallas County Affiliate.** 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 the Komen Dallas County Affiliate (separate and apart from the event fee), they will be accepted and the donors will be acknowledged.
- ✿ Last year, events organized and conducted by 3<sup>rd</sup> parties accounted for a significant portion of our total revenue. We sincerely appreciate your desire to support the Komen Dallas County Affiliate and our mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.

## Dallas County Affiliate of Susan G. Komen for the Cure® Third Party Events/Promotions

(Please keep in mind that on some occasions these may overlap)

### Category 1: Special events, benefits, promotions, franchise promotions and sporting events.

- Level 1:** Entities conducting the event include, but are not limited to corporations, franchises, self-insured entities, state funded schools, and ALL sporting events.
  - Proceeds benefit the Komen Dallas Affiliate with a guaranteed minimum donation of equal to or more than \$2,500.
  - Proof of insurance for the event WILL BE REQUIRED, NO EXCEPTIONS
  - All sporting events require naming the Affiliate of Susan G. Komen for the Cure as Additional Insured on Fundraiser's insurance policy solely with respect to the event.
  - If a sporting event, waiver forms must be signed by ALL event participants and kept on file by the Third Party Fundraiser.
  - Benefits from the Affiliate include:
    - Permission to use the Affiliate name and/or logo. Please remember that all marketing material has to be approved BEFORE printing
    - Information posted on "Events" page of affiliate website under "Up Coming Events"
    - Date listed on website calendar
    - Inclusion in Affiliate events email blast if timeframe is compatible with established email blast production schedule
    - Affiliate representative/speaker at event if requested
    - A volunteer-staffed breast health education table at your event, if requested. (Breast health brochures, shower cards and other educational materials can also be requested without a volunteer)
- Level 2:** Entities conducting the event include, but are not limited to community individuals, groups such as churches, schools, neighborhoods, civic associations, and girl/boy scout groups.
  - Proceeds benefit the Komen Dallas Affiliate with an guaranteed donation of \$500 to \$2,500
  - Benefit is not a sporting event
  - Benefits from the Affiliate include:
    - Permission to use only the Affiliate's name. Please remember that all marketing material has to be approved BEFORE printing.
    - Date listed on website calendar
    - Affiliate representative/speaker at event if requested
    - A volunteer-staffed breast health education table at your event, if requested. (Breast health brochures, shower cards and other educational materials can also be requested without a volunteer)

### Category 2: Special Sales of merchandise such as jewelry, clothing, pink ribbons, etc. and ALL food sales.

**All products must be non-controversial in nature and approved in advance by the affiliate.**

- Proceeds benefit the Komen Dallas Affiliate
- In the event of food sales, Proof of Insurance for the event WILL BE REQUIRED, NO EXCEPTIONS. At the discretion of the Affiliate, the Third Party Fundraiser may be required to name the Affiliate and Susan G. Komen for the Cure as Additional Insured on fundraiser's insurance policy solely with respect of the sale.
- Benefits from the Affiliate include:
  - Permission to use the Affiliate name and/or logo. Please remember that all marketing material has to be approved BEFORE printing
  - Information posted on "Events" page of affiliate website under "On-Going Events"
- Option to provide the Affiliate with marketing materials (i.e. flyers of product) to distribute at the Affiliate's discretion.