



## Guidelines for Conducting and General Information Special Events, Benefits or Promotions to Benefit the North Florida Affiliate of Susan G. Komen®

Thank you for your interest in benefiting the North Florida Affiliate of Susan G. Komen® (“Komen North Florida Affiliate”). Donations to the Komen North Florida Affiliate are an important in providing screening mammograms, diagnostic services and treatment to uninsured residents in North Florida.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit Komen North Florida. 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, a committee of Komen North Florida will review it. The committee will do their best to contact you within three (3) business days of the application submittal. Do not move forward with your plans until you have been notified of the committee’s decision.

**Please note that while Komen North Florida 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 North Florida 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 education, screening, diagnosis 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 \$1,000 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:

Susan G. Komen  
5005 LBJ Freeway, Suite 250  
North Florida, TX 75244

and

North Florida Affiliate of Susan G. Komen®  
2950 Halcyon Lane #501  
Jacksonville, FL 32223

- Proof of this insurance must be received by the Affiliate two weeks 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 Komen North Florida.
- The Komen North Florida 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 North Florida 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 Komen North Florida 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:

North Florida Affiliate of Susan G. Komen® (for the first reference)

Komen North Florida (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 North Florida 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 sixty (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 North Florida Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen North Florida 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 North Florida 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 third parties accounted for a significant portion of our total revenue. We sincerely appreciate your desire to support the Komen North Florida Affiliate and our efforts to provide screening mammograms, diagnostic services and treatment procedures for uninsured residents in North Florida.

### **Third Party Fundraisers Frequently Asked Questions**

#### **Why do I need to submit an application?**

The Komen North Florida Affiliate needs to validate each potential partner, organization or new initiative before agreeing to a relationship to ensure it fulfills our mission and is appropriate. Complete, sign and send the Application in with your Certificate of Insurance.

#### **When should I submit my application?**

At least four (4) weeks prior to the event or promotion.

#### **How much time should it take to approve the application and promotion materials?**

The Affiliate is fortunate that so many people and organizations are willing to raise money for our mission. However, we are a small, volunteer-driven organization. Given the volume of requests, it takes approximately three (3) to five (5) working days to review the application. We encourage community fundraisers to keep this in mind when planning their events.

### **Do I need to have a Certificate of Insurance?**

Yes. This is required for all third party fundraisers to protect the organization and yourself.

### **What is an expected donation?**

An expected donation is your fundraising goal. The Affiliate asks you to set this amount, so we can better understand your event and your planned contribution to the fight against breast cancer.

### **What is the Letter of Agreement?**

The Letter of Agreement formalizes the partnership between the community fundraiser and Komen North Florida. It details event specifics (date, time, place, etc.), provides the expected donation amount and covers detailed event guidelines. It also gives the community fundraiser rights to the Komen North Florida name and logo under certain conditions. The Letter of Agreement **must** be signed by both the event organizer and Komen North Florida. Depending on the nature of the event, you may be legally bound by a minimum donation. This will be a reasonable amount agreed upon by both parties clearly outlined in the Letter of Agreement.

### **Is there a minimum donation amount?**

Yes. Due to staffing and time constraints, the Affiliate cannot grant use of our name or logo for events or sales with anticipated net income of less than \$500. For events or sales that anticipate a net income of \$500 or more, the Affiliate will grant the use of our name. For events or sales that anticipate a net income of \$1,000 or more, the Affiliate will grant the use of our name and logo.

### **What if the event/promotion does not meet the minimum?**

Please consider not using the Komen name/logo and make a general statement that the funds raised will go to a local breast health organization of breast cancer research and support. You may use a generic pink ribbon. We would be happy and grateful to receive funds raised in this manner and would give public recognition for your donation.

### **How should the Affiliate be referred to in promotional materials?**

All promotional materials should read: "North Florida Affiliate of Susan G. Komen®". The logo can only be used after a Letter of Agreement has been fully executed.

### **Do materials have to include the amount that will be donated to Komen North Florida?**

The Affiliate and the Better Business Bureau mandate that the **donation percentage be communicated to the public clearly on all communications pieces** (i.e. 15% of the net proceeds will be donated...or \$7 from every ticket purchased will be donated to...)

### **Why must promotional materials be approved?**

The Komen North Florida name and marks are our greatest assets. To protect and maintain them, we collaborate with organizations and individuals that are reputable and have products, interests and values that support and are consistent with our mission – a world without breast cancer. We also want to make sure that the Komen North Florida name is referenced correctly and the portion of proceeds and/or donations are properly stated.

### **Can Komen North Florida provide its tax ID number so a vendor can write off its in-kind donation?**

Komen North Florida does not acknowledge third party in-kind donations (e.g. raffle, auction items, services, venue space, etc.) for tax purposes.

**How will the Affiliate support the event? Will it publicize it?**

The Affiliate will list your event on our website. Depending on the date of your event, we may also be able to publicize your event in the quarterly email blast to constituents. Our resources are limited and the number of monthly events is high, so we cannot provide additional public relations support. We will provide breast health materials.

**Can the Affiliate provide a speaker for the event?**

We cannot commit to being able to provide a speaker for third party fundraisers. We have to evaluate every opportunity and our limited resources carefully. To allow us an opportunity to be able to potentially identify a speaker for your fundraiser we ask for minimum notice of six weeks.

**What types of event are not approved by the Affiliate?**

The Affiliate is prohibited from participating in any event/activity that has a distinctly political feel. We do not endorse individual candidates or political party groups. The Affiliate reserves the right to decide not to participate in any activity, event or program if it is deemed inappropriate or not in the best interest of the Affiliate.

**Event taking place in less than a month?**

Consider using the general pink ribbon rather than the Komen name or logo. The pink ribbon is the universal symbol for breast cancer awareness and may be used without permission. If you wish to use the pink ribbon in conjunction with a general statement such as, "funds will be used to support local breast cancer programs," no further paperwork or approval is necessary and these donations can be mailed directly to our Affiliate.