



**Central Valley Affiliate**  
PMB 551 5730 N First Street Suite 105, Fresno, CA 93710  
559-229-4255  
www.komencentralvalley.org

## **Third-Party Guidelines for Fundraising Events, Benefits and Promotions for The Central Valley Affiliate of Susan G. Komen for the Cure®**

Thank you for your interest in supporting the Central Valley Affiliate of Susan G. Komen for the Cure® through an event or promotion. Donations to the Komen Central Valley Affiliate are an important vehicle in fulfilling our promise to save lives and end breast cancer forever by empowering people, ensuring quality of care of all and energizing science to find the cures.

Proceeds from promotions and events help fund community-based grants for programs of education, screening and treatment.

**What is a third party event?** A third-party event is any fundraising activity by a non-affiliated group or individual who wish to raise money through a planned activity that is designed, managed and financially resourced by the external party where the Central Valley Affiliate of Susan G. Komen for the Cure® has no financial responsibility and little or no staff involvement.

Please read through the guidelines below before completing the attached "Special Event Application". We realize that depending on the nature of your event, not all of these guidelines may apply.

Keep in mind that while we are very appreciative of your intentions, we need to protect the good name (reputation) by which you have come to know us. To accomplish this we follow the Better Business Bureau Wise Giving Alliance guidelines, our national organization's branding guidelines, Internal Revenue requirements and risk management insurance requirements. They not only protect our Affiliate but will protect you as well.

Sponsor/Event Organizer is responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions for participation in special events are quite specific. Please check with your accountant with questions on compliance.

After reviewing these guidelines, please initial guidelines then complete and sign the **Relationship Proposal Form** and return all to the Central Valley Affiliate of Susan G. Komen for the Cure® PMB 551 5730 N First Street—Fresno, CA 93710

*Please do not print any materials or pursue any media publicity until you have received approval for your event.*

*When sending Relationship Proposal Form for Event/Promotion to the Affiliate, please initial guidelines below and send with Relationship Proposal Form.*

Three simple steps to early detection are regular mammograms, clinical exams and breast self-exams.



## **GUIDELINES**

### **1. Promotional Material**

All promotional material such as invitations, press releases, posters and other collateral materials related to the event must be approved by the Affiliate prior to its production and distribution. Completion of the Application for Special Events, Benefits, or Promotions does not constitute permission from the Komen Central Valley Affiliate to use Komen's name, logo or trademarks.

**If permission is granted by the Affiliate for Event Organizer to use logo etc, logo graphic must be obtained from the Executive Director to ensure correct graphic formatting and branding information—logos may not taken off the internet. If promotional material is created prior to Affiliate approval, and does not meet Affiliate branding guidelines, it must be recreated and reprinted at the expense of the Event Organizer ie; posters, tickets, flyers, invitations, webpage etc. \_\_\_\_\_Initials**

### **2. Product Endorsement**

Materials cannot include any wording that suggests endorsement of a product or event by the Komen Central Valley Affiliate or Susan G. Komen for the Cure or in any way indicate that product, therapy, test or treatment is approved by Komen for the Cure without the written permission of the Komen Central Valley Affiliate Executive Director. \_\_\_\_\_Initials

### **3. Donation/Beneficiary Disclosure**

You must make it clear that you are the Event/Product Organizer/Sponsor And that Komen Central Valley Affiliate is the beneficiary. All advertising and promotional material must clearly disclose to the public the specific amount of money from the consumer's purchase that will be donated to the Komen Central Valley Affiliate. For example: "*Ten dollars of each ticket purchased or 10 percent of the sales price*)

This is in accordance with the guidelines of the Philanthropic Advisory Service of the Better Business Bureau. If you advertise your event in this manner, you may be asked to provide access to an accounting of revenues and expenses. \_\_\_\_\_Initials

We appreciate your fundraising efforts on behalf of the Affiliate and look forward to receiving your donation in the form of a check to made out to the Central Valley Affiliate of Susan G. Komen for the Cure® within **45** days following the conclusion of the event, promotion or terms of the letter of agreement. At the same time, the Event Organizer shall provide to the Komen Central Valley Affiliate, a summary report accounting for the number of tickets/sponsorship, etc. sold for the event, the revenues generated from the event, and a list of expenses associated with the event.



The Event Organizer will maintain complete and accurate records containing all information required for computation and verification of the amounts due and the Komen Central Valley Affiliate has the right to inspect and copy all financial and other records that relate to the event.

**Event Organizers must clearly state a specific percentage of net revenue or a specific dollar amount that they will contribute to the Central Valley Affiliate.**

\_\_\_\_\_ **Initials**

4. **Gross Revenue**

As a responsible steward of public funds, Komen believes that a reasonable percentage of the gross revenue from all fundraising events should be directed to the Affiliate. Likewise, we expect any individual or organization that conducts an event or promotion to benefit us not to exceed expending more than 25% of the gross revenue. Exceptions may sometimes be made for first time events, on a case-by-case basis. \_\_\_\_\_ **Initials**

5. **Sponsorship**

If your organization will recruit financial underwriters/sponsors in support of your event, you must provide those details on the event application to ensure there is no duplication of underwriting efforts that may be currently underway. All sponsorship solicitations are to be made by the Event Organizer. The Komen Central Valley Affiliate cannot provide suggestions on potential event sponsors or participate in solicitations. The Komen Central Valley Affiliate reserves the right to decline any underwriting and/or sponsorship when it believes that the association may have a negative effect on the credibility of Susan G. Komen for the Cure®. When Event Organizer solicits donations for the Event, use the following wording when getting goods donated; *“As the XYZ Group, we are hosting an event for the Central Valley Affiliate of Susan G. Komen for the Cure®”*

It is important to make sure that the donor is aware that the event is NOT sponsored by the Komen Central Valley Affiliate. **Specifically, Event organizers may not offer underwriters or donors the option of writing their check to the Komen Central Valley Affiliate for tax purposes.** Organizer may not purchase or solicit goods under the Komen Central Valley Affiliate name or Federal Tax ID #. Acknowledgments for in-kind or any donations for the event must be made by the Event Organizer. \_\_\_\_\_ **Initials**

6. **Liability Insurance**

In most cases, you **will be required** to maintain comprehensive general liability insurance in the amount of one million-dollars (\$1,000,000.00) which covers liability for bodily injury, property damage or death arising out of your third party event or promotion. When this insurance is required, you must also name **“Susan G Komen for the Cure®” and the “Central Valley Affiliate of Susan G. Komen for the Cure®”** as **Additional Insured** on your comprehensive general liability policy solely with respect to the event/promotion.



You will need to provide the Komen Central Valley Affiliate with a certificate of insurance evidencing this coverage not later than thirty (30) days prior to the event/activity.

\_\_\_\_\_ **Initials**

**7. Athletic Events**

If you conduct an athletic or sporting event, you may be required to have participants to sign a waiver/release of which copies will be given to the Komen Central Valley Affiliate at the conclusion of the event. \_\_\_\_\_ **Initials**

**8. Event Assistance**

Due to IRS regulations the Komen Central Valley Affiliate may be able to provide guidance for your event (sitting on a steering committee), **we are unable to provide administrative or logistical assistance for the event (e.g. distributing invitations, compiling RSVP's, selling tickets, or solicitation of goods or sponsorships).** 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. \_\_\_\_\_ **Initials**

**9. Fees associated with Event or activities at Event**

Please have participants make event fees, ticket sales, sponsorship, raffle check **directly** to Event Organizer NOT Susan G. Komen for the Cure® \_\_\_\_\_ **Initials**

**10. Individual donations to the Komen Central Valley Affiliate**

Checks presented to staff of Komen Central Valley by participants at event who clearly define this is a direct donation to the Komen Central Valley Affiliate and there were no goods/services exchanged, will be acknowledged by Komen per IRS Guidelines. \_\_\_\_\_ **Initials**

I have reviewed above guidelines and have initialed, hereby expressing my understanding of aforementioned guidelines


Name \_\_\_\_\_

Business \_\_\_\_\_

Date \_\_\_\_\_

Any questions regarding these guidelines can be answered at [info@komentcentralvalley.org](mailto:info@komentcentralvalley.org) or by calling 559-229-4255



**Note: If you decide that the size of your event does not warrant the effort to follow these guidelines, you may want to consider not using the Komen name/logo and make a general statement that the funds raised will go to a local breast health organization or breast cancer research and support. You may use the standard, generic pink ribbon . The symbol is public domain and does not “belong” to Komen. We would be happy to receive funds raised in this manner and would give public recognition for your donation.**

### **Check List**

- Read over all guidelines to make sure your proposed event fits within the acceptable bounds of the Central Valley Affiliate of Susan G. Komen for the Cure®.
- That you understand all facets of these guidelines PRIOR to signing a Letter of Agreement with the Komen Central Valley Affiliate, please initial guidelines in specified section and sign acknowledgment. Send initialed guidelines with application for third-party event.
- Complete and submit an application giving us information about the proposed event.
- Sign a Letter of Agreement with Komen Central Valley Affiliate (provided to you by Komen Central Valley) providing application is approved by the Board of Directors.
- Please wait for the “OK” from the Komen Central Valley Affiliate before moving forward with your event and promotional plans.

### **To prevent reprinting of event collateral, please read:**

Permission must be obtained from the Komen Central Valley Affiliate for use of logos.

- Only the Central Valley Affiliate of Susan G. Komen for the Cure® may be used
- Susan G. Komen for the Cure® (National Organization) may *not* be used
- Susan G. Komen Race for the Cure may *not* be used

When permission is granted by the Affiliate for Event Organizer to use logo etc, logo graphic must be obtained from the Executive Director to ensure correct graphic formatting and branding information—*logos may not taken off the internet*. If promotional material is created prior to Affiliate approval and reflective of Susan G. Komen for the Cure® or Susan G. Komen Race for the Cure®, it must be reprinted ie; posters, tickets, flyers, invitations, webpage etc.