



2012-2013 Guidelines for Conducting Special Events, Benefits, or Promotions to Benefit The South Florida Affiliate of Susan G. Komen for the Cure®

Thank you for your interest in benefiting the South Florida Affiliate of Susan G. Komen for the Cure® ("Komen South Florida Affiliate"). Donations to the Komen South Florida Affiliate are an important vehicle in advancing *Our Promise: To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find cures.* Up to 75% of all monies raised by our Affiliate stay in our service area to fund screening and treatment programs. The remaining monies help to fund cutting-edge research through the Susan G. Komen for the Cure® Grants Program.

Below are guidelines that may be useful as you consider conducting an event or promotion to benefit the Komen South Florida Affiliate. It will be necessary for you to first complete and submit an application giving us certain information about the proposed event. **Please submit your application no later than 4 weeks prior to the event or start of promotion.** Once the application has been received, the Affiliate's Event Approval Committee will review it. We will do our best to contact you within approximately 3-5 days with the Committee's decision. Please do not move forward with your plans until you have been notified of the Committee's decision.

Please note that while the Komen South Florida 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.

- As a responsible steward of public funds, the Komen South Florida Affiliate 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. Please keep this in mind when organizing your event.
- A Letter of Agreement must be negotiated and signed by both you and the Komen South Florida Affiliate 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. **Country Clubs or other businesses already carry this type of insurance and their insurance carrier should do this for you at no cost.** The following entities must be named as additional insured's on the liability insurance for the event:

Susan G. Komen for the Cure
5005 LBJ Freeway, Suite 250
Dallas, TX 75244

Susan G. Komen for the Cure
South Florida Affiliate
At Good Samaritan Medical Center
1309 North Flagler Drive – 5th Floor
West Palm Beach, FL 33401

- 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 South Florida Affiliate.
- The Komen South 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 us of any potential event sponsors or underwriters for your event before you secure them.
- You must obtain written permission from the Komen South 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 the Komen South Florida 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:
 - South Florida Affiliate of Susan G. Komen for the Cure® (for the first reference)
 - Komen South Florida Affiliate (This is acceptable for subsequent references.)
- You will need to be prepared to create and disseminate all publicity for the event. All publicity materials 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 South Florida Affiliate (e.g., "\$10 of each ticket purchased," or "10% of the sales price of this product," etc.).
- It will be necessary for you to provide us with a check for the event proceeds, along with an accounting of those proceeds, within 14 days following the conclusion of the event. ***We require a guaranteed minimum donation of \$1,000 per one-time event or \$2,000 per ongoing promotion.*** Please contact our office if you have questions or concerns about this requirement.
- Please submit donation to:
 - South Florida Affiliate of Susan G. Komen for the Cure®**
 - At Good Samaritan Medical Center**
 - Attn: Development Department**
 - 1309 N. Flagler Drive, 5th Floor**
 - West Palm Beach, FL 33401**
- If a sponsor, underwriter, attendee or participant is interested in making a donation directly to the Komen South Florida Affiliate (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations as part of your event.