

# Affiliate Sanctioned Events

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PROCEDURES, GUIDELINES AND APPLICATION



# Who We Are



## Our Story

Born in a promise between two sisters—Nancy Brinker to her sister, Susan G. Komen, who died from breast cancer at the age of 36—Susan G. Komen for the Cure® is the world's largest and most progressive grassroots network fighting to end breast cancer forever.

## Our Promise

The Susan G. Komen for the Cure® promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

## Our Passion

Because 10 million women around the world could die from breast cancer in the next 25 years without the cure, Susan G. Komen for the Cure® is fighting every minute of every day to save every life.

## Your interest

Thank you for your interest in hosting a fundraising event! We could not fulfill the needs of so many in our area without the ongoing support of people just like you. Because of our size and 501(c)3 status, the Austin Affiliate of Susan G. Komen for the Cure® has some requirements that we ask our partners to meet. Outlined in the following pages are guidelines, frequently asked questions and an application process to make your event a success. Remember though we are always here to help if you have questions.

[www.komenaustin.org](http://www.komenaustin.org)



# Affiliate Sanctioned Events



## Examples

“Cocoa Couture for the Cure” by Viva Chocolato!

“Pink in the Park” night with Round Rock Express

Rodeo Austin’s “Tough Enough to Wear Pink” night

“Stiletto Stampede for the Cure” brought to you by Idealheel™

“Take a “Shot” at Breast Cancer” with Austin Area Cost Cutters

## A successful event should be...

- Unique
- Creative
- Fun
- Educational
- Beneficial to both parties while promoting the Komen mission
- In accordance with regulations set for 501(c)3 organizations
- Compliant with all State of Texas laws



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# Available Support from Affiliate



Projected Donation Level	Platinum	Gold	Silver	Pink
	\$15K	\$10K	\$5K	\$3K
<b>Day-of Support</b>				
Komen Austin Volunteers (each X = 1 volunteer)	XXXX	XXX	XX	X
Educational Material (each X = set of 100)	XXXX	XXX	XX	X
<b>Promotional Support</b>				
Marketing Staff Support*	X			
KomenAustin.org Publicity**	X	X		
Facebook Publicity**	X	X	X	
Twitter Publicity via @komenaustin**	X	X	X	X
<b>Indirect Publicity</b>				
Event Spotlight in eNewsletter***	X			
<b>Branding</b>				
Use of Komen Austin Brand Name	X	X	X	X
Use of Komen Austin Brand Logo	X	X	X	

\* Komen Marketing staff will assist, as needed, with press releases, media contacts and review promotional plan of event  
 \*\* Komen Austin is restricted to indirect promotion of non-affiliate events because of 501(c)3 status, however event will be promoted via website and Web 2.0 mediums, or by any indirect process available.  
 \*\*\*Komen produces a quarterly newsletter. If possible and if not in direct violation of 501(c)3 or State of Texas regulations of non-profits, we will include your event in our spotlight information in the eNewsletter that reaches 100,000 constituents.

[www.komenaustin.org](http://www.komenaustin.org)



# FAQ's and Guidelines



## How early should I apply?

We will try to expedite your application, however we typically ask that you allow for at least 30 days for approval and completion of your agreement with Komen Austin.

## Is there a minimum contribution in order to use the Komen Austin name and/or logo?

Yes, we ask that you commit to a donation of \$5,000 or above to use our logo and \$3,000 to use our brand name. Susan G. Komen for the Cure® has an excellent reputation and a well-known name. We understand the value of that name to your organization, business and/or event, and we hope that you appreciate that our guidelines aim to preserve the integrity and value of our name.

## How do I submit my application?

The application process is hassle-free. You can fax, mail or email and the application is including in the last few pages of this packet.

## What if my event projections are less than \$3,000?

That does not mean you cannot still have the event! It just means you do not have to go through the application and contract processes with our office. There is a program in place that might be perfect for you. Take a look at <http://www.passionatelypink.org>. You can find resources to promote your event and the donations you collect will still benefit the Austin community.

[www.komenaustin.org](http://www.komenaustin.org)



# FAQ's and Guidelines, continued



## Who is legally responsible for the event?

The organizers of the event will be held responsible for the event, not Susan G. Komen for the Cure® nor the Austin Affiliate, will be held legally responsible for the event. Depending on the nature of the fundraiser additional certificates of insurance may be required and can be discussed in detail once we have received your application.

## What if I need more materials or Komen merchandise?

Komen Austin does have additional educational materials and merchandise available through our office. Depending on the size of your event, some material will be provided at no cost and additional material can be purchased for a nominal fee to cover our costs.

## What happens after the event?

All donations must be received in our offices within 30 days after the conclusion of your event. You can decide to have individuals make their donations or checks made payable directly to Komen Austin or you can pool the donations and have your organization or company make one lump sum donation.

## Will you send 'Thank You' notes to each of my donors?

We do not unfortunately have the manpower to provide this service, however if you would like to send Komen branded thank you letters after your event we do have stationary available to offer you.

[www.komenaustin.org](http://www.komenaustin.org)





***Application to Conduct a Special Event, Benefit, or Promotion  
to benefit the ~~Cw~~'Chh'g'h'Susan G. Komen for the Cure***

Date of Application: \_\_\_\_\_

Organization or Group: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name of Proposed Event: \_\_\_\_\_

Description of Proposed Event:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date/Time/Location: \_\_\_\_\_ Rain date (if an event): \_\_\_\_\_

How will you generate money?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Potential Sponsors/Underwriters:

\_\_\_\_\_  
\_\_\_\_\_

Budget Information: (Please attach details)

Projected Income:

\_\_\_\_\_

Projected Expenses:

\_\_\_\_\_

Projected Donation:

\_\_\_\_\_

Publicity/Promotion: (Please list all areas, i.e. brochures, radio, print ads, television, etc.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Insurance: (Copies of necessary insurance with Komen listed as additional insured must be submitted to the Komen Austin Affiliate 30 days prior to the event)

Company: \_\_\_\_\_

Type and Amount: \_\_\_\_\_

***Please note:*** *If a sporting event, copy of participant waiver must be submitted 30 days prior to event.*

Will other charitable organizations benefit? If so, please name and describe extent.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Assistance needed from the Komen Austin Affiliate:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Applicant has read the attached Guidelines for Conducting Special Events, Benefits or Promotions to Benefit the Komen Austin Affiliate and agrees to abide by them. Applicant understands that approval must be granted by Komen Austin Affiliate and a Letter of Agreement must be executed by the parties before Applicant can plan or promote the proposed event. The Austin Affiliate of Susan G. Komen for the Cure shall not be liable to any vendor or other third party for any fees, costs, or payments of any kind associated with the event, and Applicant agrees to indemnify and hold harmless the Komen Austin Affiliate against any such claims by third parties or vendors for said fees, costs, or payments.*

Applicant Signature:

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Printed Name:

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Please read the attached guidelines before completing this application.  
Once completed, send the application to:

*Susan G. Komen for the Cure – Austin Affiliate*  
*Attn: Jennifer Glasgow*  
*P.O. Box 2164*  
*Austin, TX 78768*

You may fax the application form to 512.473.0999 or e-mail [jglasgow@komenaustin.org](mailto:jglasgow@komenaustin.org)  
If you have any questions about the guidelines or application please call 512.473.0900 ext 875.