



Third Party Event Guidelines for Charitable Special Events or Promotions Benefiting Susan G. Komen for the Cure - Austin Affiliate

Thank you for your interest in supporting the Austin Affiliate of Susan G. Komen for the Cure.

Contributions are important to our organization as we continue the fight against this indiscriminate disease. Please read through the following guidelines to determine if your project is a match with the Komen Austin Affiliate. If so, please submit a cover letter and completed application (see pages 3-4) by fax to 512.473.0999, by mail to Komen Austin Affiliate, P. O. Box 2164, Austin, Texas 78768, or by e-mail to jhatch@komenaustin.org.

Once the cover letter and application are received, the project will be submitted for consideration and approval. Notification will be forwarded no more than four weeks after the proposal is received.

GUIDELINES

1. As a responsible steward of public funds, Susan G. Komen for the Cure believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to our mission. Therefore, a third party that organizes an event to benefit the Komen Austin Affiliate is required to keep expenses to 25 percent or less of gross revenue. Exceptions may be made for first year events and on a case-by-case basis.

2. All events held at a specific location require the necessary permits and insurance will be required. Some product promotions may be required to do the same based on the type of promotion. The following entities must be added as additional insured parties:

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

Susan G. Komen for the Cure Austin Affiliate
3508 South Lamar, Suite 300
Austin, Texas 78704

Another requirement for sporting events is a signed waiver/release from all participants. Should a sporting event be approved, Komen Austin Affiliate will provide necessary wording for waiver/release.

3. If a third party sells an item as a fundraiser for Komen Austin Affiliate, the item to be sold must be non-controversial in nature. The public must be told the specific dollar amount from the sale of each item that goes to the Komen Austin Affiliate, i.e. \$10 per item sold. If a certain percentage of the sale of an item or ticket goes to the Affiliate, the public must be told the specific percentage that benefits Komen Austin Affiliate.

4. A third party must request written permission to use Komen Austin's name and/or logo (submission of cover letter and application constitutes such a request). All references to the Affiliate in publicity and promotional materials, on tickets, invitations, etc. should say:

First reference – Austin Affiliate of Susan G. Komen for the Cure®

Subsequent references – Komen Austin Affiliate

5. All promotional material related to an event benefiting the Komen Austin Affiliate must be reviewed and approved by the Affiliate prior to its production and distribution. This includes, but is not limited to, invitations, news releases, newspaper or newsletter articles, website promotion, signage, etc.

6. Third parties must inform the Komen Austin Affiliate of any effort to recruit financial underwriters/sponsors in order to ensure that there is no duplication of underwriting efforts.

7. Komen Austin cannot share our mailing lists. However, approved third party events may be posted on the Affiliate website and be promoted in the Affiliate eNewsletter.

8. The Komen Austin Affiliate is not able to handle any administrative aspects of Third Party Events. While we are able to give you guidance about your event, we do not have the staff to handle administrative tasks such as invitation distribution, compiling RSVPs or selling tickets.

9. Organizers of the event are responsible for complying with all IRS regulations regarding the event. Komen Austin Affiliate can provide some information and guidelines.

10. Organizers of the event should be prepared to initiate publicity for this promotion and commit, if necessary, funds from its advertising budget.

11. Event proceeds and an accounting must be provided within **30 days** after the conclusion of the special event or promotion. One check to Komen Austin Affiliate is preferred. However, if the contribution is from several donors, please provide a listing/Excel spreadsheet detailing the donor names, addresses, amount of gift and check numbers to:

Komen Austin Affiliate

P. O. Box 2164

Austin, Texas 78768



*Application to Conduct a Special Event, Benefit, or Promotion
to benefit the
Austin Affiliate of 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: (for additional, attach a one page description)

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 ___ 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:

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:

Please read the attached guidelines before completing this application. Once completed, fax the application form to 512-473-0999 or e-mail jhatch@komenaustin.org
If you have any questions about the guidelines or application please call 512-473-0900