



Guidelines for Conducting  
Special Events, Benefits or Promotions to Benefit  
Susan G. Komen for the Cure Ozark Affiliate

Thank you for your interest in benefiting Susan G. Komen for the Cure Ozark Affiliate (“Komen Ozark Affiliate”). Donations to the Komen Ozark Affiliate are an important vehicle in advancing our mission of eradicating breast cancer as a life-threatening disease through the advancement of research, education, screening, and treatment.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit the Komen Ozark Affiliate. It will be necessary for you to first complete and submit an application giving us certain information about the proposed event.

**Please note that while the Komen Ozark Affiliate may be able to provide guidance for your event, we are 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...

- As a responsible steward of public funds, the Komen Ozark 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. Likewise, we expect any individual or organization that organizes and conducts an event to benefit us to ensure that the expenses incurred in connection with the event do not exceed 25% of the gross revenue generated by the event. Exceptions may sometimes be made for first-year events, on a case-by case basis.
- A Letter of Agreement must be negotiated and signed by both you and the Komen Ozark 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. The following entity must be named as additionally insured 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 Ozark Affiliate  
P.O. Box 309  
Springdale, AR 72764

- 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 Ozark Affiliate.

- The Komen Ozark 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.

#### Other things to keep in mind. . .

- You must obtain written permission from the Komen Ozark 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 Ozark Affiliate to use Komen's name, logo or trademarks.** If your application is approved, a Letter of Agreement will be negotiated and signed by both parties. Permission to use the organization's name will usually be granted for Third-party fundraisers that guarantee a contribution of \$100 or more.

Third parties may not transfer this privilege to their own customers, members or other entities that are associated with the primary organization or individual. All references to the Komen organization in publicity and promotional materials, on tickets, invitations, or other materials related to the promotion should say:

- Susan G. Komen for the Cure Ozark Affiliate (for the first reference)
  - Komen Ozark Affiliate (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 Komen Ozark 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 Ozark 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 provide us with a check for the event proceeds, along with an accounting of those proceeds, within an agreed-upon time (e.g., 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 Ozark Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen Ozark 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 Ozark Affiliate (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.
- We sincerely appreciate your desire to support the Komen Ozark Affiliate and our Promise: To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.