

**Guidelines for Conducting
Special Events, Benefits or Promotions to Benefit
the Northeastern New York Affiliate of the
Susan G. Komen For the Cure®**

Thank you for your interest in benefiting the Northeastern New York Affiliate of the Susan G. Komen for the Cure® (“Komen Northeastern New York Affiliate”). Donations to the Komen Northeastern New York 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 Northeastern New York Affiliate. It will be necessary for you to first complete and submit an application giving us certain information about the proposed event. Once the application has been submitted, it will be reviewed by a committee of the Komen Northeastern New York Affiliate. We will do our best to contact you within approximately 10 days with the committee’s decision. Please do not move forward with your plans, however, until you have been notified of the committee’s decision.

Please note that while the Komen Northeastern New York 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.

Things to consider before you submit an application . . .

- As a responsible steward of public funds, the Komen Northeastern New York 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 Northeastern New York 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 entities must be named as additional insureds on the liability insurance for the event:

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

Northeastern New York Affiliate of Susan G. Komen for the Cure
P. O. Box 13535
Albany, New York 12212

- 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 Northeastern New York Affiliate.
- The Komen Northeastern New York 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 Northeastern New York 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 Northeastern New York 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:
 - The Northeastern New York Affiliate of the Susan G. Komen for the Cure ® (for the first reference)
 - Komen Northeastern New York 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 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 Northeastern New York 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 Northeastern New York Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen Northeastern New York 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 Northeastern New York 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 Northeastern New York Affiliate and our mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.