



Dear Friends and Supporters:

Thank you for your interest in conducting a fundraiser on behalf of Komen Philadelphia! More information about our work, the people we serve, and the Komen Philadelphia More Than Pink Walk can be found online at <http://www.komenphiladelphia.org>.

**If you would like to advertise an event/promotion to the public as a Komen Philadelphia fundraiser, we can help you by sharing information with our loyal and committed local supporters. This could potentially include:**

- Sharing information about the event/promotion on our **website**;
- Including information about it in our **monthly e-newsletter**;
- Posting information about the event/promotion on the Komen Philadelphia **social media** pages.
- Sharing information about the event at our monthly volunteer meeting

**Please note that all businesses MUST complete a three-step process BEFORE advertising a fundraiser to the general public using the Komen Philadelphia name:**

- 1) Complete the attached application and return it to Komen Philadelphia
- 2) Forward a certificate of insurance showing proof of liability insurance, naming Susan G. Komen and Komen Philadelphia as additional insured, as described on page 4 of this packet.
- 3) Once the application has been approved by our CEO, Komen Philadelphia staff will send you a contract to sign and return.
- 4) Komen Philadelphia will promote your event.

Over the course of our 29-year history, we have been honored and privileged to work with hundreds of business owners and staff members throughout our region on successful fundraising initiatives that have been exciting, fun and inspirational. We hope you will be the next to join our Komen family, and help us further our promise: to end breast cancer forever.

With great appreciation,



**Susan G. Komen® Philadelphia**

*\* Please note that the Komen Philadelphia serves 15 counties in PA, DE, and NJ. If your fundraising concept involves the national distribution of a product or selling goods online to the general public, please call Susan G. Komen headquarters at 1-877-GO-KOMEN.*

## **Guidelines for Conducting Special Events, Benefits or Promotions to Benefit Susan G. Komen® Philadelphia**

Thank you for your interest in benefiting Susan G. Komen Philadelphia. Donations to Komen Philadelphia help advance 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. There are three steps you must follow before advertising an event or promotion to the public using the Komen name:

**Step 1: Complete and submit the application.** It will then be reviewed by Komen Philadelphia CEO, Elaine Grobman. We will do our best to contact you within 2-3 days with the CEO's decision.

**Step 2: Provide an insurance certificate showing proof of general liability insurance coverage in the amount of \$1,000,000 per occurrence.** The certificate must name Susan G. Komen and Komen Philadelphia as additional insured, solely with respect to the event.

**Step 3:** Once the application has been approved by our CEO, Komen Philadelphia staff will send you a contract to sign. ***This agreement must be signed by you and Komen Philadelphia before you can begin promoting the event.***

Please note that while Komen Philadelphia 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 PR and costs for the event.**

### **Things to consider before you submit an application...**

- As a responsible steward of public funds, Komen Philadelphia works to **keep expenses at or below 25% of gross revenue** as we advance our mission to eradicate breast cancer as a life-threatening disease. Likewise, we expect an individual or organization that organizes and conducts an event to benefit Susan G. Komen to ensure that the expenses incurred for 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.

- 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 insured's on the liability insurance for the event:

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

Susan G. Komen Philadelphia  
125 South 9<sup>th</sup> Street, Suite 202  
Philadelphia, PA 19107

- 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 Komen Philadelphia.

- Komen Philadelphia works with various underwriters and sponsors for 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 Komen Philadelphia to use the organization name and/or trademarks. **COMPLETION OF THIS APPLICATION DOES NOT CONSTITUTE PERMISSION FROM KOMEN PHILADELPHIA TO USE KOMEN'S NAME, LOGO OR TRADEMARKS.**
- If your application is approved, we will send you a binding Agreement that must be signed by both the parties. You may only use Komen's name 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:
  - ◊ Susan G. Komen Philadelphia (for the first reference)
  - ◊ Komen Philadelphia (This is acceptable for subsequent references.)
- You will be responsible for all publicity for the event.
- All publicity material related to the event must be reviewed and approved by Komen Philadelphia *before it is printed and/or distributed*. This includes, but is not limited to, invitations, press releases, newspaper/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 Komen Philadelphia (e.g., "\$10 of each ticket purchased," "10% of the sales price of this product," etc.).

### **Making your donation...**

- You must send the donation form in your agreement with your donation. Please also include an accounting of those proceeds. The agreement will specify the time frame for the donation, usually 30 days following execution of the agreement.
- 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 fees directly to Komen Philadelphia for tax purposes. 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 Komen Philadelphia (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.

**Application to Conduct a Special Event, Benefit, or Promotion to benefit  
Susan G. Komen Philadelphia**

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

Full Legal Name of Third Party: \_\_\_\_\_

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

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

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

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

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

Website: \_\_\_\_\_

Contact info that can be published to promote the event: \_\_\_\_\_

\_\_\_\_\_

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

Description of Proposed Event:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_ Rain date: \_\_\_\_\_

Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Event Location & Address \_\_\_\_\_

\_\_\_\_\_

How will you generate money? (Please state specifically how money will be generated – ex: 100% of proceeds, \$5 for each t-shirt sold, 100% of raffle & 20% of entry fees, etc.)

\_\_\_\_\_

\_\_\_\_\_

**Budget Information: (Please note that if your fundraising event is approved, Komen Philadelphia retains the right to audit financial records associated with your event).**

Projected Income	Projected Expenses	Projected Donation

Guaranteed Minimum Donation: \$ \_\_\_\_\_ **This is REQUIRED.**

*This is an amount that you guarantee to donate regardless of the success of the fundraiser.*

*It is often much less than the projected donation.*

*The guaranteed minimum is due within 30 days of the contract date.*

Insurance: (Please attached the insurance certificate to this application.) **This is REQUIRED.**

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

Company Name Listed: \_\_\_\_\_

**Please note:** If it is a sporting event, copies of participant waivers must also be submitted with the application.



**Application to Conduct a Special Event, Benefit, or Promotion to benefit Susan G. Komen® Philadelphia**

Potential Sponsors/Underwriters (if any):

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Publicity/Promotion Plans: (e.g., brochures, radio, print ads, television, etc.)

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

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**Special Requests:** While we cannot promise the availability of the following, we will do our very best to accommodate your request. Please list what assistance you would like from Komen Philadelphia:

- Breast Health Educational Materials. Please indicate number required: \_\_\_\_\_  
(must be picked up from Komen’s office in Central Philadelphia)
- Komen Volunteer Representative. Please indicate date and time range: \_\_\_\_\_  
(depending on availability and adequate advance notice)

**PLEASE NOTE:** For best results and to ensure our staff has sufficient time to support your efforts, we ask that you submit this application **well in advance** of the start date of your event/promotion. Our staff does its very best to respond promptly and professionally to all applications; however, it is challenging to provide our best service when an application is submitted less than 14 days before the event start date.

*Applicant has read the attached Guidelines for Conducting Special Events, Benefits or Promotions to Benefit Komen Philadelphia and agrees to abide by them. Applicant understands that approval must be granted by Komen Philadelphia and a Letter of Agreement must be executed by the parties before Applicant can plan or promote the proposed event. Susan G. Komen Philadelphia 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 Komen Philadelphia against any such claims by third parties or vendors for said fees, costs, or payments.*

**Applicant Signature:**

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**Please read the attached guidelines before completing this application.**

Once completed and signed, send the application via fax, e-mail, or mail to:

Susan G. Komen Philadelphia

Mail: 125 South 9<sup>th</sup> Street, Suite 202, Philadelphia, PA 19107

Fax: 215-238-1419 or E-mail: [elaine@komenphiladelphia.org](mailto:elaine@komenphiladelphia.org)

If you have any questions about the guidelines or application please call 215-238-8900.