**Guidelines & Application for Conducting**

**Special Events, Benefits or Promotions to Benefit**

**The Los Angeles County Affiliate of Susan G. Komen**

Thank you for your interest in benefiting the Los Angeles County Affiliate of Susan G. Komen (“The Affiliate”). Donations to The 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 Affiliate. It will be necessary for you to first complete and submit an application giving The Affiliate certain information about the proposed event. (A copy of the application can be downloaded from our website at <http://www.komenlacounty.org/get-involved/fundraising-for-komen/>).

**Please submit the application 90 days prior to your event.** Once the application has been submitted, it will be reviewed by The Affiliate. We will do our best to contact you within approximately 14 days to inform you of our decision. Please do not move forward with your plans until you have been notified of approval from a Komen LA County staff member. Returning the form electronically will greatly expedite the process. Please e-mail your application to Steve Apter, Development Manager, at sapter@komenlacounty.org or fax to (310) 477 – 7042. Thank you!

Please keep in mind that while we are very appreciative of your intentions, we need to protect the good name and reputation by which you have come to know us. To accomplish this we follow the Better Business Bureau Wise Giving Alliance guidelines, our national organization’s branding guidelines, Internal Revenue Service requirements and risk management insurance requirements. These guidelines not only protect our affiliate but aim to protect you as well.

**Things to consider before you submit an application:**

All agreements relating to fundraising activities conducted by a third party on behalf of an affiliate shall be in writing (a letter of agreement or LOA) and clearly describe the rights, duties and obligations of all parties involved. Please note that while Komen Affiliates may be able to provide guidance to third parties, Affiliates are generally unable to provide administrative or logistical assistance for the event. If The Affiliate approves a third party event, the event organizer should be prepared to provide all of the support necessary to organize and conduct the event, including committing all funds required for the event.

In order for this application to be considered, interested parties must return a copy of **The Affiliate’s Guidelines** with initials next to each section (7), as well as a completed **Relationship Proposal Agreement**.

**Affiliate Guidelines for Conducting Special Events, Benefits or Promotions**

The Affiliate Guidelines are key policies regarding partnerships with individuals or organizations that conduct actives to benefit Komen.

**Please Initial** next to each statement to indicate you have read and agree to the policies of The Affiliate.

Initial

**Komen Information**

1. Komen does not endorse products or services of any kind.
2. Because of IRS regulations, Komen is unable to assist with promotion or advertising of your company, event or product.
3. Relationship proposals are reviewed individually by Local Affiliates.
4. If your proposal is approved a Komen representative will contact you for more information.

**Disclosure**
For the protection of the consumer, the Better Business Bureau requires that the antici­pated amount or percentage of the proceeds from sales to benefit a charity be posted at the point of purchase (i.e. $1 or 5 % of each purchase or ticket benefits X charity).

**Using the Komen name or logo**
Komen’s logo is trademarked, and any use without express written permission is illegal. Use this form to request permission.

**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.

 **Expense Ratio**: As a responsible steward of public funds, Komen works to keep our expenses at or below 25% of our gross revenue. While Komen does not mandate an expense ratio policy for third party events, we strongly encourage individuals or organizations that conduct events to benefit Komen, to also be good stewards of their funds. The Affiliate reserves the right to review all of the net proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of $500), in a form acceptable to The Affiliate. The Affiliate may audit the Event revenues and expenses, if necessary.

 **Insurance**: Any individual or organization conducting an event is responsible to obtain and show proof of the necessary permits and insurance (General Liability Insurance, etc.) and the affiliate will provide specific instructions for obtaining those documents. They must also name Komen and The Affiliate as additional insureds on the liability insurance for the event. **\*\***If athletic or sporting event, they must require all participants to sign a waiver/release.

 **Sponsors**: Komen works with various underwriters and sponsors in connection with events we conduct. In order to ensure that there is no conflict with Komen sponsors or underwriters, individuals or organizations conducting events that benefit The Affiliate, must inform us of any potential event sponsors or underwriters for your event before they are secured. Any products or other item(s) sold at or in connection with events must be non-controversial in nature.

 **Trademark**: Individuals or organizations conducting events that benefit your Affiliate must obtain written Letter of Agreement (LOA) from The Affiliate if they wish to use Komen’s name, logo and/ or trademarks. The LOA should be negotiated and signed by both parties. Third parties may only use Komen’s name and trademarks in accordance with the terms of the executed LOA.

 **Collateral**: Individuals or organizations conducting events that benefit The Affiliate need to be prepared to create and disseminate all publicity for the event, however, all publicity material related to the event must be reviewed and approved by the Affiliate if Komen registered trademarks are used. All references to Komen in publicity and promotional material should correctly brand “The Los Angeles County Affiliate of Susan G. Komen” name. Any collateral materials must have the final copy submitted for approval to The Affiliate at least 14 calendar days in advance of any distribution.

 **Disclosure**: In accordance with the Better Business Bureau Wise Giving Alliance’s guidelines for charitable promotions, all advertising and promotional materials for the event must clearly disclose to the public the specific amount of money from the consumer’s purchase that will be donated to The Affiliate (e.g., “$10 of each ticket purchased,” “10% of the sales price of this product,” etc.).

 **Donations:** Individuals or organizations conducting events that benefit The Affiliate should provide The Affiliate with a check for the event proceeds, along with an accounting of those proceeds, within a period not to exceed 7 days following conclusion of the event. Sponsors, underwriters, attendees and participants must make their payment for the event directly to the individual or organization conducting the event. **They cannot offer sponsors, underwriters, or attendees the option of writing their checks for the event directly to Komen for tax purposes** and they should not make 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 (separate and apart from the event fee), we are happy to accept and acknowledge those donations.

I INSERT NAME have read, understand, and agree to abide by the guidelines listed above.

Date: INSERT DATE

Signature: INSERT SIGNATURE

**The Los Angeles County Affiliate of Susan G. Komen**

**Relationship Proposal Form**

We work diligently to create corporate and 3rd party relationships that are mutually beneficial thus the more we know about your plans the more thorough participation by our Affiliate. Thank you for your consideration.

Please complete the following Relationship Proposal Form. Completion of this application does not guarantee approval. The Affiliate will contact you upon review of this application within 14 days of initial submission.

**STEP 1: Tell us about you and/or your organization**

|  |  |
| --- | --- |
| Applying organization’s name: |       |
| Nature of the business: |       |
| Contact name: |       |
| Address, City, State, Zip: |       |
| Phone: |       |
| Best time to call: |       |
| Email: |       |
| Website: |       |

**STEP 2: Tell us how money will be raised**

|  |  |
| --- | --- |
| Name of revenue generation idea, event, program:  |       |
| How will the funds be raised: (sales, pledges, etc): |       |
| Date/location of fundraising activities: |       |
| National or local focus: |       |
| Duration of fundraising activities: |       |
| How much money do you expect to raise?  | $      |
| Anticipated net proceeds to Komen:  | $      |

**STEP 3: Tell us about the proposal elements and logistics.** (attach a separate document if necessary)

Describe how you plan to raise the funds? Please also list your estimated revenue and expenses for this project.

What are the costs associated with this idea? Do you envision requesting financial assistance from Komen?

How do you propose to use The Afilliate’s name and/or logo? (ie. solicitation letters, invitations, flyers, press releases, point of purchase Materials, web site, newsletter, other)

Have you ever coordinated or been involved in a project like this before? If so, please describe.

**STEP 4: Review, sign and return your proposal**Please date and sign below and email the completed proposal to Steven Apter, Development Manager, sapter@komenlacounty.org. If you have any questions please contact our office 310-575-3011.

Printed Name:

Signature:

Date:

**Thank you for your interest in working with Susan G. Komen Los Angeles County. We look forward to reviewing your application and getting back to you with next steps.**