

## General Information and Guidelines for Conducting Special Events, Benefits or Promotions to Benefit the Dallas County Affiliate of Susan G. Komen®



Thank you for your interest in benefiting the Dallas County Affiliate of Susan G. Komen® (“Komen Dallas County”). Donations to Komen Dallas County are important in providing screening mammograms, diagnostic services and treatment to uninsured residents in Dallas County.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit Komen Dallas County. It will be necessary for you to **read the guidelines below first then complete and submit an application**. Once the application has been submitted, it will be reviewed by Komen Dallas County. We will do our best to contact you within three (3) business days of the application submittal. Do not move forward with your plans until you have been notified.

**Please note that while Komen Dallas County 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

- ✧ A Letter of Agreement must be negotiated and signed by both you and Komen Dallas County before you can begin planning or promoting the event.
- ✧ For all events or sales that anticipate a donation of less than \$500, the Affiliate encourages the organization, individual or entity to use language such as “all proceeds will benefit breast cancer education, screening, diagnosis and treatment.” Due to staffing and time constraints, the Affiliate cannot grant use of our name or logo for events or sales with a donation of less than \$500. For events or sales with a guaranteed donation of \$500 or more, the Affiliate will grant the use of our name. For events or sales that guarantee a donation of \$2,500 or more, the Affiliate will grant the use of our name and logo.
- ✧ 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:

Susan G. Komen Breast Cancer Foundation, Inc  
5005 LBJ Freeway, Suite 250  
Dallas, TX 75244

Dallas County Affiliate of Susan G. Komen®  
5310 Harvest Hill Road, Suite 120  
Dallas, TX 75230

Proof of this insurance must be received by the Affiliate prior to the event date.

- ✧ 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 Dallas County.

- ✧ Komen Dallas County 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 the Affiliate 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 Dallas County to use Komen's name, logo and/or trademarks. **Completion of the Application for Special Events, Benefits, or Promotions does not constitute permission from Komen Dallas County 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:
  - Dallas County Affiliate of Susan G. Komen® (for the first reference)
  - Komen Dallas County (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 Komen Dallas County (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 make the donation with a check for the event proceeds, along with an accounting of those proceeds, within sixty (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 Komen Dallas County for tax purposes, or otherwise allow them to make their event payment directly to Komen Dallas County.** 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 Dallas County (separate and apart from the event fee), they will be accepted and the donors will be acknowledged.
- ✧ Last year, events organized and conducted by 3<sup>rd</sup> parties accounted for a significant portion of our total revenue. We sincerely appreciate your desire to support Komen Dallas County and our efforts to provide screening mammograms, diagnostic services and treatment procedures for uninsured residents in Dallas County.