

## General Information and Guidelines for Conducting 3<sup>rd</sup> Party Events, Benefits or Promotions to Benefit the Central Tennessee Affiliate of Susan G. Komen®

Thank you for your interest in benefiting the Central Tennessee Affiliate of Susan G. Komen® (“Komen Central Tennessee Affiliate”). 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 the Komen Mission and our efforts to provide screening mammograms, diagnostic services and treatment procedures for residents in our 41 county service area.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion to benefit Komen Central Tennessee. It will be necessary for you to **read the guidelines below first then complete and submit a relationship proposal form** giving us certain information about the proposed event. Once the proposal has been submitted, it will be reviewed by the Central Tennessee staff. The staff will do their best to contact you within five business days of the proposal submittal.

**Please note that while Komen Central Tennessee 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.).**

### Things to Consider Before you Submit a Proposal

A Letter of Agreement must be negotiated and signed by both you and the Komen Central Tennessee Affiliate before you can begin planning or promoting the event.

For all events or sales that anticipate a donation of less than \$500.00, 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 \$500.00. For events or sales with a guaranteed donation of \$500.00 or more, the Affiliate will grant the use of our name. For events or sales that guarantee a donation of \$2,500.00 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, as well as obtaining general liability insurance for your event. The following entities must be named as additional insured on the liability insurance for the event:

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

Central Tennessee Affiliate of Susan G. Komen®  
4009 Hillsboro Pike Suite 209  
Nashville, TN 37215

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.

## **Other Things to Keep in Mind**

You must obtain written permission from the Komen Central Tennessee Affiliate to use Komen's name, logo and/or trademarks. **Completion of the Proposal for Special Events, Benefits, or Promotions does not constitute permission from Komen Central Tennessee to use Komen's name, logo or trademarks.** If your proposal is approved, a Letter of Agreement will be negotiated and signed by both parties; you may use Komen's name, logo and trademarks in accordance with the terms of that executed agreement.

All publicity material related to the event must be **reviewed and approved by the Komen Central Tennessee 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 Central Tennessee Affiliate (e.g., "\$10 of each ticket purchased," "10% of the sales price of this product," etc.).

### **Benefits**

- Permission to use Affiliate name and/or logo with approval of all materials before printing.
- Event posted on Upcoming Events and Calendar pages of the website.
- Inclusion in Affiliate Eblast and E-Newsletters.
- Possibility of having an Affiliate representative at event.
- Free educational materials for up to 50. (Please request during the submission of the Letter of Agreement.)

### **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 thirty (30) days following conclusion of the event.

### **Other Options**

The Komen Central Tennessee Affiliate gratefully accepts any donation from individuals and companies. The pink ribbon is the universal symbol for breast cancer awareness and may be used without our permission. If you wish to use the pink ribbon in conjunction with a general statement to promote your event, such as, "funds will be used to support local breast cancer programs," *no further paperwork or approval is necessary.* You may send your donation to the address shown on the event form. All donations, regardless of the amount, are greatly appreciated. However, if you wish to use the Komen name and or logo, you must complete the proposal and receive approval.