



General Information and Guidelines for Conducting Special Events, Benefits or Promotions to Benefit Susan G. Komen® Central and Western Oklahoma

Thank you for your interest in benefiting Susan G. Komen® Central and Western Oklahoma (Komen Central and Western Oklahoma). Donations to Komen Central and Western Oklahoma are an important in providing screening mammograms, diagnostic services and treatment to uninsured and underinsured residents in our 47 county service area.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit Komen Central and Western Oklahoma. It will be necessary for you to **read the guidelines below first then 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 Komen Central and Western Oklahoma. The committee will do their 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 of the committee’s decision.

Please note that while Komen Central and Western Oklahoma may be able to provide guidance for our 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

- ✿ A Letter of Agreement must be negotiated and signed by both you and Komen Central and Western Oklahoma 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, Komen 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, Komen will grant the use of our name. For events or sales that guarantee a donation of \$2,500 or more, Komen 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 on the liability insurance for the event:
 - Susan G. Komen Breast Cancer Foundation, Inc.
5005 LBJ Freeway, Suite 250
Dallas, TX 75244

 - Susan G. Komen® Central and Western Oklahoma
115 Park Avenue
Oklahoma City, OK 73102

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 Central and Western Oklahoma.
- ✿ Komen Central and Western Oklahoma 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 Komen 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 Central and Western Oklahoma 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 Central and Western Oklahoma to use Komen's name, logo or trademarks.** If our 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:
 - Susan G. Komen® Central and Western Oklahoma (for the first reference)
 - Komen Central and Western Oklahoma (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 Komen *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 Central and Western Oklahoma (e.g. "\$10 of each ticket purchased," "10% of the sales of the 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 the 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 Central and Western Oklahoma for tax purposes, or otherwise allow them to make their event payment directly to Komen Central and Western Oklahoma.** 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 Central and Western Oklahoma (separate and apart from the event fee), they will be accepted and the donors will be acknowledged.
- ✚ Last year, events organized and conducted by 3rd parties accounted for significant portion of our total revenue. We sincerely appreciate your desire to support the Komen Central and Western Oklahoma and or efforts to provide screening mammograms, diagnostics services and treatment procedures for uninsured and underinsured residents in our 47 county service area.