



## Guidelines for Special Events, Benefits or Promotions

Thank you for your interest in benefiting the Chicagoland Area Affiliate of Susan G. Komen for the Cure (Komen Chicagoland). Donations to Komen Chicagoland are an important vehicle in advancing our mission of saving lives and ending breast cancer forever. As you begin your planning process, please review the guidelines below FIRST and then we will provide you with the appropriate application for completion and approval. Should you have any questions, feel free to contact Karen Kliebhan, Manager of Development at 773-44-0061 or [kkliebhan@komenchicago.org](mailto:kkliebhan@komenchicago.org).

### What You Need to Know FIRST...

- The Chicagoland Area Affiliate of Susan G. Komen for the Cure® is authorized to serve five counties including Cook, DuPage, Lake, McHenry and Kane. We can only consider third party events or sales which will raise money in one or more of these counties. If you are outside of our area, we can either direct you to the appropriate Affiliate or in some instances, consider the event with the approval of the Executive Director.
- A third party must request written permission to use Komen's name and/or logo, and completion of the appropriate agreement constitutes such a request. All references to the organization in publicity and promotional materials, on tickets, invitations, etc. should say:
  - ◇ Chicagoland Area Affiliate of Susan G. Komen for the Cure® (for the first reference)
  - ◇ Komen Chicagoland Affiliate (This is acceptable for subsequent references.)
- All promotional material related to an event benefiting the Komen Chicagoland Affiliate must be reviewed and approved by the Affiliate *prior to its production and distribution*. This includes, but is not limited to, invitations, press releases, newspaper or newsletter articles, merchandise, etc.
- Komen has trademark rights on many phrases which include "for the cure" in them so if you are intending to use a phrase of this nature, it will need to be cleared via a trademark search through our headquarter office.
- While we are able to provide guidance for your event, we do not have the personnel to handle administrative tasks of third party events such as distributing invitations, compiling RSVP's, or selling tickets.
- Komen Chicagoland negotiates with many different financial underwriters and sponsors for our own events. We require that you inform us of any sponsors you have or any efforts made to recruit financial underwriters/sponsors. This will ensure that there is not duplication of efforts when it comes to working on financial underwriting and sponsorships.

- As an organizer of this event, you are responsible for complying with IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific and the Komen Chicagoland Affiliate can provide some information and guidance.

### When it Comes Time to Make your Donation...

- Please have participants make checks payable to the organization that is holding the event. Organizers of third party events specifically may not offer underwriters or donors the option of writing checks to the Komen Chicagoland Affiliate for tax purposes.
- In order to fulfill our own accounting requirements, we request that you provide us the event proceeds and details of the accounting within 60 days after the conclusion of the special event.
- Our policy is to acknowledge checks of \$25 or more to Komen Chicagoland. We also like to acknowledge the reason for the donation. This may not be possible if we receive checks without an explanation of their purpose. In order to properly account for all donations, we ask that you send us only one check made out to Komen Chicagoland. If the donation is coming from several donors, please provide us with an electronic spreadsheet that includes the donor names, addresses, amount of donation and check number.

### Moving Forward with the Third Party Event.....

1. Review the Agreement Categories below and decide which category and level best suites your fundraiser. If you are not sure, please contact Karen Kliebhan.
2. Complete the appropriate agreement and submit it to: Karen Kliebhan, Development Manager, via fax 773-444-0071 or email at [kkliebhan@komenchicago.org](mailto:kkliebhan@komenchicago.org).
3. Agreement terms are for a one year period and a commencement and termination date must be specified.
4. All agreements must specifically state a percentage of net revenue or a specific dollar amount that will be contributed. For example, 10% of the sale price or \$10 of each ticket price.
5. Any item(s) you are planning to sell as a fundraiser for Komen Chicagoland must be non-controversial in nature – preapproval is required.
6. Preapproval is also needed if using “for the cure” in any way when referring to the event.
7. If you are planning a sporting event, you must require all participants to sign a waiver/release.
8. Provide proof of comprehensive general liability insurance in the amount of \$1 million which covers liability for bodily injury, property damage or death upon arising out of the third party event. At the discretion of the Chicagoland Area Affiliate of Susan G. Komen for the Cure, you may be required to name the following as Additional insured on your policy solely with respect to the event or sale:
  - a. Susan G. Komen for the Cure, 5005 LBJ Freeway, Suite 250, Dallas, TX 75244
  - b. Chicagoland Area Affiliate of Susan G. Komen for the Cure®, 8765 W. Higgins, Suite 401, Chicago, IL 60631

## Category 1: Special events, benefits, franchise promotions and major sporting events

Level 1: Entities conducting the event include, but are not limited to corporations, franchises, self-insured entities, and ALL major sporting events. Examples: Sing for the Cure, Black Tie Balls, Soccer tournaments.

- Proceeds benefit the Chicagoland Area Affiliate with a minimum donation of equal to or more than \$1,500.
- Proof of insurance is a requirement without exception.
- Benefits include:
  - Permission to use Affiliate name and or logo with approval of all materials before printing.
  - Event posted on News & Events page of the website as well as on the calendar.
  - Inclusion on Affiliate eNewsletter and blast.
  - Affiliate representative at event (if requested).
  - Free educational brochures of up to 250 plus 100 giveaways at the Affiliate's discretion.

Level 2: Entities conducting the event include but are not limited to community individuals, groups such as churches, schools, neighborhoods, civic associations, and scouts.

- Proceeds benefit the Chicagoland Area Affiliate with an anticipated donation of less than \$1,500.
- Benefit is not a major sporting event (Volley for the Cure would fall into this category since it is a school sport).
- Proof of insurance is a requirement without exception.
- Benefits include:
  - permission to use only the Affiliate's name
  - Event date is posted on the website calendar
  - Possible affiliate representative at event if requested and dependent on availability
  - Free educational brochures of up to 250

## Category 2: Special sales of merchandise such as jewelry, clothing, and ALL food

**All items must be non-controversial in nature and approved in advance by the Affiliate.**

Examples: Brighton bracelet sale, Ladies Night Out

- Proceeds benefit the Chicagoland Area Affiliate but have no minimum donation guarantee.
- Permission to use only the Affiliate's name with prior approval of all marketing materials before printing.
- Proof of insurance required if sale is an edible item.
- Event date is posted on the Affiliate website calendar.
- Educational materials provided of up to 50.