



Guidelines for Special Events, Benefits or Promotions

Thank you for your interest in establishing a Community Fundraising Event (3rd party event) 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 to save lives and *end breast cancer forever*. As you begin your planning process, please review the guidelines below and then we will be happy to provide you with the appropriate application for completion and approval. Should you have any questions, feel free to contact us at 773-444-0061 or info@komenchicago.org.

- Proceeds benefit the Chicagoland Area Affiliate with a minimum donation of equal to or more than \$4,000.
- 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.
 - Inclusion on Affiliate eNewsletter blast.
 - Possibility of having an Affiliate representative at event (if requested and appropriate).
 - Free educational brochures of up to 100 plus 30 of the Komen Running Ribbon Adhesive Pins if requested and at the Affiliate's discretion. (Please request these items during the submission of the Letter of Agreement.)

Things to know prior to planning your event, please keep mind:

- 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 Community Fundraising Events which will raise money in one or more of these counties. If you are outside of our area, we would be happy to direct you to the appropriate Affiliate or, in some instances, consider the event with the approval of the Executive Director.
- All Community Fundraising Events are expected to request written permission to use Komen's name and/or logo. 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.

**Thank you for inviting your friends, customers and family to join us in our mission to
*End Breast Cancer Forever!***

- 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, please let us know and we will conduct a trademark search at no additional cost to you.
- While we are able to provide guidance for your event, we are unable to handle administrative tasks for Community Fundraising 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 ask 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 Community Fundraising Events specifically may not offer underwriters or donors the option of writing checks to the Komen Chicagoland Affiliate for tax purposes.
- We request that you provide us the event proceeds and details of the accounting within 60 days after the conclusion of the special event.
- All donations of \$100 or more to will be acknowledged directly to the donor. 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. This way, we can ensure that we acknowledge all donations \$100 and above.

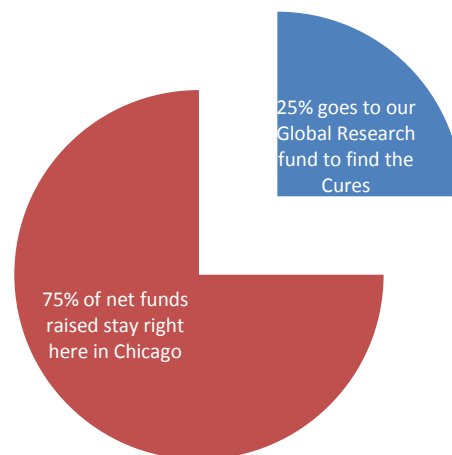
Moving Forward with the Third Party Event.....

1. Complete the appropriate agreement and submit it to: Komen Chicagoland via fax 773-444-0071 or email at info@komenchicago.org.
2. Agreement terms are for a one year period and a commencement and termination date must be specified.
3. 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.
4. Any item(s) you are planning to sell as a fundraiser for Komen Chicagoland must be non-controversial in nature – preapproval is required.
5. Preapproval is also needed if using “for the cure” in any way when referring to the event.

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6. If you are planning a sporting event, you must require all participants to sign a waiver/release.
7. 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

Note: If you do not believe you can meet the above criteria you can still help. Please consider making your event **Passionately Pink for the Cure® by visiting www.passionatelypink.org. You will receive everything that you need to create a successful fundraising event to benefit Susan G. Komen for the Cure® and the same amount of donation will go back to the Chicagoland area.**



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