



Application to Conduct a Special Event, Benefit, or Promotion to benefit Philadelphia Affiliate of Susan G. Komen for the Cure

Date of Application: \_\_\_\_\_

Full Legal Name of Third Party: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Contact info that can be published to promote the event: \_\_\_\_\_

Name of Proposed Event: \_\_\_\_\_

Description of Proposed Event:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_ Rain date: \_\_\_\_\_

Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Event Location & Address \_\_\_\_\_

How will you generate money? (Please state specifically how money will be generated – ex: 100% of proceeds, \$5 for each t-shirt sold, 100% of raffle & 20% of entry fees, etc.)

\_\_\_\_\_  
\_\_\_\_\_

Budget Information: (Please attach details)

Projected Income	Projected Expenses	Projected Donation

Guaranteed Minimum Donation: \$\_\_\_\_\_

*This is an amount that you guarantee to donate regardless of the success of the fundraiser. It is often much less than the projected donation.*

Insurance: (Please include the insurance certificate with Komen listed as additional insured)

Company: \_\_\_\_\_

Type and Amount: \_\_\_\_\_

**Please note:** If it is a sporting event, copies of participant waivers must also be submitted with the application.



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Potential Sponsors/Underwriters (if any):

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Publicity/Promotion: (Please list all areas, i.e. brochures, radio, print ads, television, etc.)

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Will other charitable organizations benefit? If so, please name and describe extent.

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**Special Requests:** While we cannot promise the availability of the following, please list what assistance you would like from the Komen Philadelphia Affiliate:

- Educational Materials, please indicate anticipated attendance: \_\_\_\_\_
- Komen Representative, please indicate a range of time: \_\_\_\_\_
- "Thank you for your Support" sign
- Other, please describe below: \_\_\_\_\_

*Applicant has read the attached Guidelines for Conducting Special Events, Benefits or Promotions to Benefit the Komen Philadelphia Affiliate and agrees to abide by them. Applicant understands that approval must be granted by Komen Philadelphia Affiliate and a Letter of Agreement must be executed by the parties before Applicant can plan or promote the proposed event. The Philadelphia Affiliate of Susan G. Komen for the Cure shall not be liable to any vendor or other third party for any fees, costs, or payments of any kind associated with the event, and Applicant agrees to indemnify and hold harmless the Komen Philadelphia Affiliate against any such claims by third parties or vendors for said fees, costs, or payments.*

Applicant Signature:

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***Please read the attached guidelines before completing this application.***

Once completed and signed, send the application to:  
Philadelphia Affiliate of Susan G. Komen for the Cure  
Mail: 125 South 9<sup>th</sup> Street, Suite 202, Philadelphia, PA 19107  
Fax: 215-238-1419 or E-mail: [ashley@komenphiladelphia.org](mailto:ashley@komenphiladelphia.org)

If you have any questions about the guidelines or application please call Ashley Tobin at 215-238-8900.

**Guidelines for Conducting  
Special Events, Benefits or Promotions to Benefit  
The Philadelphia Affiliate of Susan G. Komen for the Cure**

Thank you for your interest in benefiting the Philadelphia Affiliate of Susan G. Komen for the Cure (“Komen Philadelphia Affiliate”). Donations to the Komen Philadelphia Affiliate are an important vehicle in advancing our promise to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit the Komen Philadelphia Affiliate.

**Step 1:** Complete and submit the application. It will then be reviewed by Executive Director Elaine Grobman. We will do our best to contact you within 2-3 days with the Executive Director’s decision.

**Step 2:** Review and sign the Agreement, which we will send if the application is approved. This letter of agreement must be signed by you and Komen Philadelphia before you can begin promoting the event.

Please note that while the Komen Philadelphia Affiliate 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 PR and costs for the event.**

**Things to consider before you submit an application...**

- As a responsible steward of public funds, the Komen Philadelphia Affiliate works to **keep expenses at or below 25% of gross revenue** as we advance our mission to eradicate breast cancer as a life-threatening disease. Likewise, we expect an individual or organization that organizes and conducts an event to benefit Susan G. Komen for the Cure ensure that the expenses incurred for the event do not exceed 25% of the gross revenue generated by the event. Exceptions may sometimes be made for first-year events, on a case-by case basis.
- 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 insureds on the liability insurance for the event:

Susan G. Komen for the Cure  
5005 LBJ Freeway, Suite 250  
Dallas, TX 75244

The Philadelphia Affiliate of Susan G. Komen for the Cure  
125 South 9<sup>th</sup> Street, Suite 202  
Philadelphia, PA 19107

- 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 the Komen Philadelphia Affiliate.
- The Komen Philadelphia Affiliate works with various underwriters and sponsors for events that we conduct. In order to ensure that there is no conflict with our sponsors or underwriters, you must inform us 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 the Komen Philadelphia Affiliate to use the organization name and/or trademarks.



***Guidelines for Conducting  
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The Philadelphia Affiliate of Susan G. Komen for the Cure***

**COMPLETION OF THE APPLICATION DOES NOT CONSTITUTE PERMISSION FROM THE KOMEN PHILADELPHIA AFFILIATE TO USE KOMEN'S NAME, LOGO OR TRADEMARKS.**

If your application is approved, we will send you a binding Agreement that must be signed by both the parties. You may only use Komen's name 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:

- ◇ The Philadelphia Affiliate of Susan G. Komen for the Cure (for the first reference)
- ◇ Komen Philadelphia Affiliate (This is acceptable for subsequent references.)

- You will be responsible for all publicity for the event.
- All publicity material related to the event must be reviewed and approved by the Komen Philadelphia Affiliate *before it is printed and/or distributed*. This includes, but is not limited to, invitations, press releases, newspaper/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 Philadelphia Affiliate (e.g., "\$10 of each ticket purchased," "10% of the sales price of this product," etc.).

***Making your donation...***

- In accordance with the agreement, you must send the donation form in your agreement with your donation. Please also include an accounting of those proceeds. The agreement will specify the time frame for the minimum donation, usually 30 days following executive of the agreement.
- 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 the Komen Philadelphia Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen Philadelphia Affiliate.** 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 the Komen Philadelphia Affiliate (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.