



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

Date of Application: _____

Organization or Group: _____

Contact Name: _____

Email: _____

Address: _____

City, State, Zip: _____

Daytime Phone: _____ Fax: _____

Name of Proposed Event: _____

Description of Proposed Event:

Date: _____ Rain date (if an event): _____

Start Time: _____ Estimated 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 is guaranteed to be donated regardless of the success of the fundraiser. It is always possible to send in more than the stated minimum amount, but a minimum must be guaranteed:

Insurance: (Copies of necessary insurance with Komen listed as additional insured must be submitted to the Komen Philadelphia Affiliate 30 days prior to the event)

Company: _____

Type and Amount: _____

Please note: If a sporting event, copies of participant waivers must be submitted 30 days prior to event.



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Potential Sponsors/Underwriters (if any):

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

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

We cannot promise the availability of the following, but if we can provide it, please list what assistance you would like from the Komen Philadelphia Affiliate:

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:

Please read the attached guidelines before completing this application.

Once completed, send the application to:
Philadelphia Affiliate of Susan G. Komen for the Cure
125 South 9th Street, Suite 202, Philadelphia, PA 19107

You may fax the application form to 215-238-1419 or e-mail to donna@komenphiladelphia.org
If you have any questions about the guidelines or application please call Donna Millen 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 mission of eradicating breast cancer as a life-threatening disease through the advancement of research, education, screening, and treatment.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion ("event") to benefit the Komen Philadelphia Affiliate. It will be necessary for you to first complete and submit an application/description giving us information about the proposed event. Once the application has been submitted, it will be reviewed by the Executive Director, Elaine Grobman. We will do our best to contact you within approximately 2-3 days with the Executive Director's decision. Please do not move forward with your plans, until you have been notified of the decision.

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 committing all funds required 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.
- A Letter of Agreement must be negotiated and signed by both you and the Komen Philadelphia Affiliate before you can begin planning or promoting the event.
- 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:

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

The Philadelphia Affiliate of Susan G. Komen for the Cure
125 South 9th 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.

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

- 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 Komen's name and/or trademarks. **Completion of the Application for Special Events, Benefits, or Promotions does not constitute permission from the Komen Philadelphia Affiliate to use Komen's name, logo or trademarks.** If your application is approved, a Letter of Agreement will be negotiated and signed by the parties; you may 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 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 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...

- It will be necessary for you to provide us with a check for the event proceeds, along with an accounting of those proceeds, within an agreed-upon time (e.g., 30 days) following 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 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.
- Last year, events organized and conducted by 3rd parties accounted for a significant portion of our total revenue. We sincerely appreciate your desire to support the Komen Philadelphia Affiliate and our mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.