



Dear Friends and Supporters:

Thank you for your interest in conducting a fundraiser on behalf of Komen San Diego! More information about our work, the people we serve, and the Komen San Diego Race for the Cure can be found online at [www.KomenSanDiego.org](http://www.KomenSanDiego.org).

If you would like to advertise an event/promotion to the public as a Komen San Diego fundraiser, we can help you by sharing information with our loyal and committed local supporters. This could potentially include:

- Sharing information about the event/promotion on our website;
- Including information about it in our monthly newsletter;
- Posting information about the event/promotion on the Komen San Diego Facebook page

Please note that all businesses MUST complete a three-step process BEFORE advertising a fundraiser to the general public using the Komen San Diego name:

1. Complete the attached application and return to Komen San Diego
2. Once the application has been approved by our Third Party Events committee, Komen San Diego staff will send you a standard Letter of Agreement to sign.
3. Forward a certificate showing proof of liability insurance, with Susan G. Komen and Komen San Diego named as an additional insured, as described in the attached guidelines.

Over the course of our 19-year history, we have been honored and privileged to work with hundreds of business owners and staff members in San Diego County on successful fundraising initiatives that have been exciting, fun and inspirational. We hope you will be the next to join our Komen family, and help us further our promise: to end breast cancer forever.

With great appreciation,

Susan G. Komen San Diego

*The greatest risk factors for breast cancer are being female and growing older.*



**Application to Conduct a Special Event, Benefit, or Promotion to benefit the San Diego Affiliate of Susan G. Komen**

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

Organization or Group: \_\_\_\_\_

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

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

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

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

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

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

Description of Proposed Event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date/Time/Location: \_\_\_\_\_ Rain date (if an event): \_\_\_\_\_

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 opportunity drawing & 20% of entry fees, etc.)  
*A minimum of \$1,500 is guaranteed to Susan G. Komen for the Cure, San Diego*

\_\_\_\_\_

\_\_\_\_\_

Budget Information: (Please attach details)

| Projected Income | Projected Expenses | Projected Donation |
|------------------|--------------------|--------------------|
|                  |                    |                    |

Guaranteed Minimum Donation: \$ \_\_\_\_\_  
*(minimum donation cannot be less than \$1,500)*

*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. **This is REQUIRED.***

**(Note: A minimum of \$1,500 is guaranteed to Susan G. Komen for the Cure, San Diego)**

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

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

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

**Please note:** If a sporting event, copy of participant waiver must be submitted 30 days prior to event.

Potential Sponsors/Underwriters: \_\_\_\_\_

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.

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

**Special Requests:** While we cannot promise the availability of the following, we will do our very best to accommodate your request. Please list what assistance you would like from Komen San Diego:

Breast Health Educational Materials. Please indicate number required: \_\_\_\_\_  
(must be picked up from Komen San Diego office)

Komen Volunteer Representative. Please indicate date and time range: \_\_\_\_\_  
(depending on availability and adequate advance notice)

*Applicant has read the attached Guidelines for Conducting Special Events, Benefits or Promotions to Benefit the Komen San Diego Affiliate and agrees to abide by them. Applicant understands that approval must be granted by Komen San Diego Affiliate and a Letter of Agreement must be executed by the parties before Applicant can plan or promote the proposed event. The San Diego Affiliate of Susan G. Komen 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 San Diego 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:

Flora Hoang / Development Director  
Susan G. Komen for the Cure, San Diego Affiliate  
4699 Murphy Canyon Road, Suite 102B  
San Diego, CA 92123

You may fax the application form to 858-751-5760 or e-mail [flora@sdkomen.org](mailto:flora@sdkomen.org)  
If you have any questions about the guidelines or application please call 858-573-2760 x 103.

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## Guidelines for Conducting Special Events, Benefits or Promotions to Benefit The San Diego Affiliate of Susan G. Komen

Thank you for your interest in benefiting the San Diego Affiliate of Susan G. Komen. Since 1982, Komen has been the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. 75% of every dollar raised stays right here in San Diego. The remaining 25% funds important international research. Komen is the largest funder of breast cancer research in the world, next to the U.S. government.

Here are some guidelines that may be useful as you consider conducting an event, benefit or promotion to benefit the Komen San Diego Affiliate. You'll first need to complete and submit an application giving us certain information about the proposed event (see attached Third Party Request Application). Once the application has been submitted, it will be reviewed. We will do our best to contact you in approximately 1 week with a decision.

**Please note that while the Komen San Diego Affiliate may be able to provide guidance for your event, we are unable to provide administrative or logistical assistance for the event (e.g., operating silent auctions, distributing invitations, compiling RSVP's, selling tickets, sitting on steering committees, collecting money at the event, 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 San Diego Affiliate works to keep our expenses at or below 25% of our gross revenue as we advance our mission to eradicate breast cancer as a life-threatening disease. Likewise, we expect any individual or organization that organizes and conducts an event to benefit us to ensure that the expenses incurred in connection with 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 insured on the liability insurance for the event:**

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

The Susan G. Komen Breast Cancer Foundation San Diego Affiliate  
4699 Murphy Canyon Road, Ste. 207  
San Diego, CA 92123

**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 San Diego Affiliate.

The Komen San Diego Affiliate 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 us of any potential event sponsors or underwriters for your event before you secure them.

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### Other things to keep in mind...

- You must obtain written permission from the Komen San Diego Affiliate to use Komen's name, logo and/or trademarks. **Completion of the Application for Special Events, Benefits, or Promotions does not constitute permission from the Komen San Diego Affiliate to use Komen's name, logo or trademarks.** If your application is approved, a Letter of Agreement will be negotiated based on guaranteed minimum 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:

The San Diego Affiliate of Susan G. Komen (for the first reference)  
Komen (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 Affiliate *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 the Komen San Diego 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., 60 days) following conclusion of the event. A minimum of \$1,500 must be guaranteed to Susan G. Komen, San Diego from your 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 San Diego Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen San Diego 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 San Diego 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 3<sup>rd</sup> parties accounted for 18% of our total revenue. We sincerely appreciate your desire to support the Komen San Diego Affiliate and our mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.

**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](http://www.passionatelypink.org). You will receive everything that you need to create a successful fundraising event to benefit Susan G. Komen.**

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