



## Third Party Event and Promotion Guidelines

Thank you for your interest in supporting the San Francisco Bay Area Affiliate of Susan G. Komen for the Cure through a Third Party event or promotion. We appreciate your desire to fundraise and to promote breast health awareness.

As you plan your event, we would like you to be aware of the guidelines established by our national organization in Dallas, TX. Please keep in mind that while we are very appreciative of your intentions, we need to protect the good name and reputation by which you have come to know us. To accomplish this, we follow the Better Business Bureau Wise Giving Alliance guidelines, our national organization's branding guidelines, the Internal Revenue Service requirements, and risk management insurance requirements. These regulations not only protect our Affiliate but will protect you as well.

After reading through these guidelines, please fill out an Event or Promotion Request Form and return it to our office within 60 days of your event or promotion start date. Returning the form electronically or via fax will greatly expedite the process. We will do our best to contact you within two weeks after receipt and review of your Request Form.

Please e-mail the Request Form to [admin@komensf.org](mailto:admin@komensf.org) or fax to (415) 397-8817.

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- A. You must make it clear that **you are the event or product sponsor** and that the **San Francisco Bay Area Affiliate of Susan G. Komen is the beneficiary**. All advertising and promotional materials must clearly disclose to the public the specific amount of money from the consumer's purchase that will be donated to the Komen San Francisco Bay Area Affiliate (i.e. \$10 of each ticket purchased, 10% of the sales price of this product, etc).
- B. Your third party event or promotion must have a minimum guaranteed donation of \$500.00 to the Affiliate.
- C. Materials cannot include any wording that suggests endorsement of a product or event by the Komen San Francisco Bay Area Affiliate or the National Komen Foundation or in any way indicate that product, therapy, test or treatment is approved by Komen without the written permission of the Affiliate Executive Director or President of the Board of Directors.
- D. All promotional materials such as invitations, press releases, posters and other collateral materials must be approved by a representative of the Komen San Francisco Bay Area Affiliate or the Susan G. Komen Breast Cancer Foundation before they are distributed or publicized in any way.
- E. Depending on the nature of your third party event or promotion, you may be required to maintain comprehensive general liability insurance in the amount of one million-dollars (\$1,000,000.00), which covers liability for bodily injury,

property damage or death arising out of your third party event or promotion. If this insurance is required; you must also name “The Susan G. Komen Breast Cancer Foundation, Inc.” and the “San Francisco Bay Area Affiliate of the Susan G. Komen Breast Cancer Foundation” as additional insured on your comprehensive general liability policy solely with respect to the event/promotion. You will need to provide the Komen San Francisco Bay Area Affiliate with a certificate of insurance evidencing this coverage not later than thirty (30) days prior to the event/activity. **The Affiliate will advise you if such coverage is required as part of the review of your event request.**

- F.** If you conduct an athletic or sporting event, you must require all participants to sign a waiver/release of which copies will be given to the Komen San Francisco Bay Area Affiliate at the conclusion of the event.
- G.** You will need to provide the Komen San Francisco Bay Area Affiliate with a check for the event proceeds, along with an accounting of those proceeds within 30 days following the conclusion of the event, promotion or terms of the letter of agreement.
- H.** In accordance with IRS regulations, the Komen San Francisco Bay Area Affiliate may be able to provide guidance for your event. However, 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.

**Please note:** If you decide that the size of your event does not warrant the effort to follow these guidelines, you may want to consider not using the Komen name/logo and make a general statement that the funds raised will go to a local breast health organization or breast cancer research and support. You may use the generic pink ribbon logo since this symbol is part of the public domain and does not belong to the Komen organization. We would be happy to receive funds raised in this manner and would give public recognition for your donation.

For any questions regarding these guidelines, please contact us by email at [admin@komensf.org](mailto:admin@komensf.org) or by calling our office at (415) 397-8812.