



Guidelines for Special Events or Promotions Benefiting Central Florida Affiliate of the Susan G. Komen for the Cure®

Thank you for your interest in benefiting the Central Florida Affiliate of Susan G. Komen for the Cure®. Donations to Komen Central Florida help further our promise to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

Please read through the guidelines below before completing the attached form. Once completed, you can send the form to our office via fax at 321-972-5535 or email to info@komencentralflorida.org. We will be glad to answer any questions you have about the guidelines or application form. Once the form is received, it will be reviewed and considered for approval. As soon as the decision is made, you will be contacted and a formal letter of agreement will be sent.

Note: The Affiliate cannot grant permission for placement of the Komen logo on products to be sold in the marketplace. All product sales are handled through Komen National. For more information, please contact: newkomenproducts@maingateinc.com

Four Ways to Host a Fundraiser

Option #1 - General breast cancer fundraiser. The simplest way to raise money is promote your fundraiser using terms such as “raising money for breast cancer awareness” or “to aid in the fight against breast cancer.” The color pink and pink ribbons (not the Komen running ribbon) are internationally recognized symbols for breast cancer awareness. Since they are not registered trademarks, you do not need permission for their use. You are free to donate the proceeds of your event to any breast cancer organization. If asked, you can verbally say that you are supporting Komen Central Florida but cannot use the name in written or promotional materials. Upon your request, we can put together education materials and pink ribbons that you can pick up at our office or - if you don't work or live nearby - that we can mail to you. If you are hosting an event or offering a promotion that's open to the general public and let us know the details of your event or promotion in advance, we would be happy to include it on our fundraising events and promotions page.

Option #2 - Komen Central Florida fundraiser. Since the Komen name and logo are registered trademarks, you must obtain written permission in order to use them in your fundraising efforts. We can only grant permission for the use of the Central Florida Affiliate of Susan G. Komen for the Cure name, not Susan G. Komen for the Cure (only Komen National can grant permission for its use) and use of the logo is rarely granted. To obtain written permission, you must be able to adhere to the following guidelines and submit the written application at least four weeks prior to the start of your event. Upon your request, we can put together education materials and pink ribbons that you can pick up at our office or - if you don't work or live nearby - that we can mail to you.

Option #3 - Passionately Pink for the Cure®. For a more formal or official approach, consider our Passionately Pink for the Cure program. This program is coordinated through the Komen National office and encourages organizations to go pink to fight breast cancer by selecting a day (or week) to wear pink and raise funds. Of the dollars you raise, 75% will come back to the Central Florida Affiliate while the remaining 25% will fund breast cancer research. If you register through this program, you receive a team ID number and free kit

with everything you need, including event day ideas, a promotional poster, a guidebook, collectors' pins, basic breast health information, a donation reply form, matching gift checklist and reply envelope to make it easy to return donations to Komen. The turnaround time for mailing is a couple weeks, so this is good for individuals, companies or schools that are planning ahead. For more information, see www.passionatelypink.org.

Option #4 - Rally for the Cure®. Rally for the Cure has expanded its well-established golf program to other events. You can now plan a Rally for the Cure for sporting events like golf, tennis or bowling, cooking or tailgating, dinner events or group/club activities such as card games or book clubs. To find out more about how you can become a Rally Ambassador, see www.rftcpromotions.com/howtorally.

GUIDELINES FOR OPTION #2 / Komen Central Florida Fundraiser

The Central Florida Affiliate requires all Fundraising Partners to:

- Komen Central Florida serves 9 specific counties in central Florida including Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia. We may only consider fundraising events or sales which will raise money in one or more of these counties. Please contact us if your event will be taking place or raising funds outside of these counties so that we may direct you to the appropriate Komen affiliate.
- Complete an application and submit it via email to info@komentcentralflorida.org or fax to 321-972-5535 at least four weeks prior to the event. All community fundraising initiatives should generate a minimum donation of \$500.
- Once the event is approved, sign a Fundraising Partner letter of agreement upon approval of the event.
- Inform the Affiliate of any potential event sponsors or underwriters for the event before you secure them to avoid conflict with established affiliate relationships. It is important for your sponsors to understand that third party events are not official Komen events and therefore they will not receive a tax receipt (acknowledgment) or our Tax ID for their donation. The only donations we can provide a tax receipt for are ones that come to us directly. *Please call if you have any questions, as this is a very important factor to consider if you plan to solicit sponsors or underwriters.*
- Clearly state the specific percentage of net revenue or specific dollar amount that will be contributed to the Komen Central Florida Affiliate on all promotional materials. *For example, "Five dollars of each ticket sold will benefit the Komen Central Florida Affiliate of Susan G. Komen for the Cure."*
- Ensure Komen is not the beneficiary of an event in which the contribution to Komen is generated through the sale of alcohol. Alcoholic beverages may be included as an incidental benefit, however (e.g. an alcoholic beverage included with dinner).
- Ensure all promotional materials – such as invites, press releases, fliers, emails, posters, radio or television PSA – are approved by an authorized representative of the Affiliate before they are printed, distributed or publicized in any way.
- The Komen Central Florida Affiliate is not able to handle any administrative aspects of a 3rd party event. While we are able to give you guidance about your event, we cannot handle administrative tasks like invitation distribution, distributing flyers, compiling RSVPs or selling tickets.
- All checks need to be made out to the organization that is holding the event. Organizers of fundraising party events may not offer participants the option of direct payment to Komen, as we are not able to provide tax receipts to individual participants in an externally hosted event or promotion.
- Event proceeds and an accounting must be provided within 60 days after the conclusion of the special event or promotion. Please send only one check made out to the Central Florida Affiliate of Susan G. Komen for the Cure. Please let the Affiliate know if the donations will be coming from several donors.

- Ensure all event participants sign a waiver form (sample can be provided) if the fundraiser is a sporting event.
- ***Depending on the specific event, comprehensive general liability insurance in the amount of one million dollars may be required to cover liability for bodily injury, property damage or death arising out of the event. If this insurance is required, you must name “Susan G. Komen for the Cure” and the “Central Florida Affiliate of Susan G. Komen for the Cure” as the Additional Insureds (riders) on your policy solely with respect to the event/promotion. Normally this is a simple process requiring a phone call to your liability carrier.***
 - Susan G. Komen for a Cure
5005 LBJ Freeway, Suite 250, Dallas, TX 75244
 - The Central Florida Affiliate of Susan G. Komen for the Cure
1350 Orange Ave., Suite 260, Winter Park, FL 32789

Benefits of Hosting Komen Central Florida Fundraiser

- Use of Affiliate name to promote the event /promotion. Please note that use of the Central Florida Affiliate logo is rarely granted.
- Event or promotion will be listed on the Komen Central Florida website (www.komencentralflorida.org).
- Inclusion in the Affiliate’s e-newsletter if the time frame is compatible with established e-newsletter distribution and space is available.
- Other promotional opportunities could include a posting on Komen Central Florida’s Facebook page (www.facebook.com/komencentralflorida) by the Affiliate and/or yourself.
- Free Affiliate education materials provided for the event (breast health brochures, shower cards, donation envelopes, etc.) if requested. Quantities are limited.
- A Komen representative (volunteer, ambassador or staff) to speak at or attend the event. If you would like one, please send in an application as early as possible since our resources are very limited and require time to coordinate.
- If you are able to work within these guidelines, please complete the attached form and email it to info@komencentralflorida.org at least four weeks prior to the event or initiative. If you had any questions, please contact the office at 321-972-5534.
- Thank you again for your interest in supporting Komen Central Florida. With your help, we will find the cures and end breast cancer forever!

**The Central Florida Affiliate of
Susan G. Komen for the Cure
1350 Orange Ave., Suite 260, Winter Park, FL 32789
Or send via e-mail to info@komencentralflorida.org**