



Guidelines for Special Events, Fundraisers and Promotions
Benefitting the Mid-Missouri Affiliate of
Susan G. Komen for the Cure®

Thank you for your interest in benefitting the Mid-Missouri Affiliate of Susan G. Komen for the Cure®. Donations to the Mid-Missouri Affiliate are an important vehicle in helping further 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. Once approved, the Affiliate will send a contract to be signed by the third-party organizer.

Guidelines

Please note that the guidelines are subject to change without notice.

1. Due to liability issues, the Komen Mid-Missouri Affiliate typically cannot partner with 3rd party vendors who solicit medical advice and/or pharmaceutical needs. Please contact our office for further details.
2. All products must be non-controversial in nature and approved by the Affiliate.
3. **Trademark:** Individuals or organizations conducting events that benefit Komen must obtain written permission from the Mid-Missouri Affiliate if they wish to use Komen's name, logo and/or trademarks. Third parties may only use Komen's name and trademarks in accordance with the terms of an executed Letter of Agreement (LOA).
4. All references to Komen in publicity or promotional materials, tickets, invitations, etc. should state:
 - The Mid-Missouri Affiliate of Susan G. Komen for the Cure (for the first reference)
 - Mid-Missouri Affiliate (for subsequent reference)
5. All promotional material related to an approved event benefitting the Mid-Missouri Affiliate must be reviewed and approved by the Affiliate **prior to its production and distribution**. All promotional materials should clearly state the percentage of net revenue or a specific dollar amount that will be contributed to the Mid-Missouri Affiliate. This includes, but is not limited to, invitations, press releases, newspapers, websites, newsletter articles, etc.
6. **Minimum Guarantees:** A guaranteed minimum donation is required for all approved third party fundraisers in order to enter into a signed contract agreement with Komen and to use the Komen logo and branding. There are four categories of minimum donation levels that are offered by the Mid-Missouri Affiliate. Please refer to the Third Party Event Categories document.

NOTE: The contribution designated to the Mid-Missouri Affiliate is based on the amount specified in the third party contract, regardless of profit/loss margins from the event. The guaranteed donation is the minimum amount due, and not to be interpreted as the actual amount that Komen will receive from a third party event. Monies raised from the event to benefit are not to be used to fund the event or for other business activities and transactions.

7. For third parties that anticipate raising donations that do not meet the minimum requirements, you may want to consider making a general statement that the funds raised will go to a local breast health organization or towards breast cancer research and support. We would be honored to receive funds and would give recognition to your donation.

8. **Contract Agreement:** All approved third party contracts cannot exceed a one year contract agreement with the Mid-Missouri Affiliate. Upon request, the option to renew will be considered as long as Komen is notified one month before the existing contract expires.
9. **Expense Ratio:** As a responsible steward of public funds, Komen works to keep our expenses at or below 25% of our gross revenue. While Komen does not mandate an expense ratio policy for our third party events, we strongly encourage individuals or organizations that conduct events to benefit Komen, to also be good stewards of their funds.
10. **Collateral:** Individuals or organizations conducting events that benefit the Mid-Missouri Affiliate need to be prepared to initiate, create and disseminate all publicity for their event and commit the necessary funds to host it. However, all publicity material related to the event must be reviewed and approved by the Affiliate if the Komen registered trademarks are used.
11. **Promotion:** While we are able to give you guidance about your event, the Affiliate does not have the resources and is not allowed to handle any administrative tasks such as invitation distribution, mailings, compiling RSVP's or selling tickets for a third party/fundraising event. When possible, the Mid-Missouri Affiliate will help promote the event through their website, mailings and e-mails.
12. **Disclosure:** In accordance with the Better Business Bureau Wise Giving Alliance's guidelines for charitable promotions, all advertising and promotional materials for the event must clearly disclose to the public the specific amount of money from the consumer's purchase that will be donated to the Affiliate (e.g., "\$10 of each ticket purchased," "25% of the sales price of this product," etc.).
13. **Sponsors:** Komen works with various underwriters and sponsors in connection with events we conduct. In order to ensure that there is no conflict with our sponsors or underwriters, individuals or organizations conducting events that benefit the Mid-Missouri Affiliate, must inform us of any potential event sponsors or underwriters for your event before they are secured. Any products or other item(s) sold at or in connection with events must be non-controversial in nature.
14. **Privacy:** Komen does not give out their mailing list – No exceptions.

For further questions or information, please contact:

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The Susan G. Komen for the Cure promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.