



## **Guidelines for Special Events, Benefits or Promotions Benefiting the Mid-Michigan Affiliate of Susan G. Komen for the Cure®**

Thank you for your interest in conducting a fundraiser to benefit the Mid-Michigan Affiliate of Susan G. Komen for the Cure®. Donations to the Komen Mid-Michigan 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.

Please read through the guidelines listed below before completing the attached application form. Once completed, send the form via facsimile at 517.347.7595 or mail to Komen Mid-Michigan at P.O. Box 4368, East Lansing, MI 48826-4368. Once the form is received, it will be submitted for consideration and approval.

### **Guidelines**

1. As a responsible steward of public funds, Susan G. Komen for the Cure® believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to fulfilling our promise. Therefore, a third-party that organizes an event to benefit the Komen Mid-Michigan Affiliate is required to keep expenses at or below 25% of gross revenue. Exceptions may be made for first-year events and on a case-by-case basis.
2. You will be responsible for obtaining any necessary permits for your event. Depending on the scope of the event/activity, Komen for the Cure requires event venues to carry \$1million in general liability insurance. For liability purposes, the following entities must be added as additional insured's:

Susan G. Komen for the Cure®  
5005 LBJ Freeway, Suite 250  
Dallas, TX 75224

The Mid-Michigan Affiliate of the Susan G. Komen for the Cure®  
P.O. Box 4368  
East Lansing, MI 48826-4368

Another requirement for sporting events is a signed waiver/release from all participants. Once the fundraiser is approved, we will provide you with the necessary wording to include in the participant release.

3. If a third-party sells an item as a fundraiser for the Komen Mid-Michigan Affiliate, the item to be sold must be non-controversial in nature. The public must be told the specific dollar amount from the sale of each item that goes to the Komen Mid-Michigan Affiliate. For example, "\$5 per pin." If a certain percentage of the sale of an item or ticket goes to the Affiliate, the public must be told the specific percentage that benefits the Komen Mid-Michigan.
4. A third-party must request and receive written permission to use Komen's name and/or logo, and completion of the Third-Party Event Form constitutes such a request. All references to the Organization in publicity and promotional materials, on tickets, invitations, etc. should say:
  - The Mid-Michigan Affiliate of the Susan G. Komen for the Cure® (for the first reference)
  - The Komen Mid-Michigan Affiliate (This is acceptable for subsequent references.)
5. All promotional material related to an event benefiting the Komen Mid-Michigan Affiliate must be reviewed and approved by the Affiliate **prior to its production and distribution**. This includes, but is not limited to, invitations, press releases, newspaper or newsletter articles, etc.

6. Third-parties must inform the Komen Mid-Michigan Affiliate of any effort to recruit financial underwriters/sponsors in order to ensure that there is no duplication of underwriting efforts.
7. The Komen Mid-Michigan Affiliate is not able to handle any administrative aspects of a third-party event. While we are able to give you guidance about your event, we simply do not have the manpower to handle administrative tasks like invitation distribution, compiling RSVP's, or selling tickets.
8. Organizers of the event are responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific and the Komen Mid-Michigan Affiliate can provide some information and guidance.
9. Organizers of the event should be prepared to initiate publicity for this promotion and commit the necessary funds from its advertising budget.
10. All checks must be made out to the organization that is holding the event. Organizers of third-party events may not offer underwriters or donors the option of writing their checks to the Komen Mid-Michigan Affiliate for tax purposes.
11. Event proceeds and an accounting must be provided within 30 days after the conclusion of the special event or promotion. Please send only one check made out to the Komen Mid-Michigan. If the donation is coming from several donors, please provide an excel spreadsheet with the donor names, addresses, amount of donation and check number on disc to:

The Mid-Michigan Affiliate of Susan G. Komen for the Cure®  
P.O. Box 4368  
East Lansing, MI 48826-4368

Or send via e-mail to [Chris@KomenMidMichigan.org](mailto:Chris@KomenMidMichigan.org)

*Application to Conduct a Special Event, Benefit, or Promotion*

to benefit

**The Mid-Michigan Affiliate of Susan G. Komen for the Cure<sup>®</sup>**

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

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

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

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

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

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

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

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

**Date:** \_\_\_\_\_ **Time:** \_\_\_\_\_ **Location:** \_\_\_\_\_

**Description of Proposed Event:**

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**How will you generate money?**

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**Potential Sponsors/Underwriters:**

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**Budget Information: (Please attach details)**

**Projected Income:** \_\_\_\_\_

**Projected Expenses:** \_\_\_\_\_

**Projected Donation:** \_\_\_\_\_

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

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

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

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

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

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

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**Assistance requested from the Komen Affiliate:**

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***Please read the above guidelines before completing this application. Once completed, send the application to:***

Applicant has read the attached Guidelines for Conducting Special Events, Benefits or Promotions to Benefit the Komen Mid-Michigan Affiliate and agrees to abide by them.

Applicant understands that approval must be granted by the Komen Mid-Michigan Affiliate of Susan G. Komen for the Cure® and a Letter of Agreement must be executed by the parties before Applicant can plan or promote the proposed event. The Komen Mid-Michigan Affiliate 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 Mid-Michigan Affiliate against any such claims by third parties or vendors for said fees, costs, or payments.

**Applicant Signature (and title if applicable):**

X \_\_\_\_\_

**Date:** \_\_\_\_\_

**Mail To:**

The Komen Mid-Michigan Affiliate

P.O. Box 4368, East Lansing, MI 48826-4368

You may fax the application form to 517.347.7595 or e-mail [Chris@KomenMidMichigan.org](mailto:Chris@KomenMidMichigan.org)

If you have any questions about the guidelines or application please call 517.886.4901.