



Thank you for your interest in benefiting the Boise Affiliate of Susan G. Komen for the Cure. Donations to the Komen Boise Affiliate are extremely important, and greatly appreciated. The Boise Affiliate is accountable to the public for fundraising activities using the Komen Foundation's name. To this end, the following guidelines have been developed to serve as standards for those who organize special events, benefits, or promotions on behalf of the Boise Affiliate. All questions regarding these guidelines should be directed to Jennifer Jones at the Boise Affiliate office at (208) 384-0013.

Things to consider before you submit an application to have a Komen Event.....

- As a responsible steward of public funds, the Komen Boise 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.
- A Letter of Agreement must be negotiated and signed by both you and the Komen Boise Affiliate before you can begin planning or promoting the event.
- 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
 - Susan G. Komen for the Cure, Boise Affiliate
6901 W. Emerald, Suite 209
Boise, ID 83704
- 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 Boise Affiliate.
- The Komen Boise 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.

Other things to keep in mind. . .

- You must obtain written permission from the Komen Boise 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 Boise Affiliate to use Komen's name, logo or trademarks.** If your application is approved, a Letter of Agreement will be negotiated 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 Boise Affiliate of Susan G. Komen for the Cure (for the first reference)

- ◇ Komen Boise Affiliate (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 Boise 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.

- 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 Boise Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen Boise 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 Boise 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 3rd parties accounted for a large portion of our total revenue. We sincerely appreciate your desire to support the Komen Boise Affiliate and our mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.

Guidelines for Charitable Special Events and Promotions

- A. As a responsible steward of public funds, the Komen Foundation believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to the Boise Affiliate; exceptions may be made for first-year events and on a case-by-case basis. As a general rule, the Boise Affiliate holds to the standard set forth in the Better Business Bureau guidelines. Events held by or benefiting Komen Affiliates are required to keep expenses to 25% of gross revenue.
- B. If Sponsor represents to the public that a percentage of proceeds will benefit the Boise Affiliate, Sponsor should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 60 days after the conclusion of the special event or promotion.
- C. A Sponsor must request written permission to use the Komen Foundation's name or logo. Completion of the Boise Affiliate Special Events and Promotions Application may constitute such a request. No use of the Komen Foundation's name or logo will be allowed without a written agreement.
- D. All promotional material related to an event benefiting the Boise Affiliate must be reviewed and approved by the Boise Affiliate prior to its production and distribution.
- E. Sponsor agrees to inform the Boise Affiliate of any effort to recruit financial underwriters for any special event or promotion benefiting the Boise Affiliate. Informing the Boise Affiliate of all underwriting requests will ensure there is no duplication of underwriting efforts that may be currently underway.
- F. The Boise Affiliate is not responsible for ticket sales or other administrative aspects to the Sponsor's events. Sponsor must have the means to sell tickets to the event, if necessary.
- G. Sponsor is responsible for obtaining any necessary permits and clearances required by the government and compliance with all applicable laws. Sponsor must also obtain appropriate insurance coverage as necessary.
- H. Sponsor is responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions for participation in special events are quite specific, and the Boise Affiliate can provide information and guidance on this matter.
- I. The media rarely will provide "free time" for a charitable sales promotion. Sponsor should be prepared, therefore, to commit the necessary funds from advertising and promoting budgets. Sponsor should be prepared to initiate publicity for the event or promotion.
- J. All references to the Boise Affiliate in publicity and promotional materials for the event for promotion should refer to the Boise Affiliate of the Susan G. Komen Breast Cancer Foundation.
- K. If donations are derived from sales promotions of a product, the product must be seen as non-controversial. For further clarification of "non-controversial," direct all questions to the Boise Affiliate. Events and promotions should provide favorable community image and be financially solvent.
- L. The Boise Affiliate is available to discuss a gift restriction favored by the Sponsor to the event or promotion. However, the Boise Affiliate may reserve the right to use the funds generated as it sees fit without restriction by the Sponsor.

Application for Charitable Special Events and Promotions

Komen Boise Affiliate

The Boise Affiliate of Susan G. Komen for the Cure is accountable to the public for all fundraising activities using the Komen Foundation's Name. Please read the following Guidelines before completing this application. (This form must be completed 45 days in advance of your event).

Date of Application: _____

Organization: _____

Contact: _____

Address: _____

City, State, Zip: _____

Daytime phone: _____

Fax: _____

Email: _____

Name of Proposed Event: _____

Event Description: _____

Date(s): _____

Rain date(s): _____

Hours: _____

Location: _____

Sponsors/Underwriters: _____

Budget Information (Please attach details.)

Projected Income: _____

Projected Expense: _____

Projected Donation: _____

Publicity/Promotion (list all media, e.g., brochures, radio, print ads, television, etc.): _____

Assistance needed from the Boise Affiliate: _____

Insurance (Submit copies of necessary insurance to the Komen Boise Affiliate 30 days prior to the event.)

Company: _____

Type: _____

Will other charitable organizations benefit from this event? If so, please name and describe extent to which they will benefit: _____

Applicant has read the attached Guidelines for Charitable Special Events and Promotions and agrees to abide by them. The Boise Affiliate of the Susan G. Komen for the Cure is not liable to any party or vendor for any fees, costs or payments of any kind, and Applicant agrees to indemnify and hold harmless the Foundation against any claims by third parties or vendors for such fees, costs or payments incurred pursuant to this agreement.

Signature: _____

Date: _____

Please return completed form to:

Susan G. Komen for the Cure, Boise Affiliate

1412 W Idaho St. Ste. 200

Boise, ID 83702

Fax: (208) 384-0014

Or email to jjones@komenboise.org