

## Guidelines for Conducting Special Events, Benefits or Promotions to Benefit The Nevada Affiliate of Susan G. Komen®

Thank you for your interest in benefiting the Nevada Affiliate of Susan G. Komen (“Komen Nevada Affiliate”). Donations to the Komen Nevada Affiliate are an important vehicle in advancing 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.

The Nevada Affiliate raises funds to support local breast cancer services and national breast cancer research programs. A major focus is to help women who have symptoms of breast cancer but cannot afford diagnostic work or treatment – either because they do not have health insurance, or because their insurance company will not pay. Of all breast cancer foundations, Komen is the only organization where 75% of the net proceeds stay in the communities where they are raised.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit the Komen Nevada Affiliate. It will be necessary for you to first complete and submit the application giving us certain information about the proposed event. Once the application has been submitted, it will be reviewed by a committee of the Komen Nevada Affiliate. We will contact you in no later than 14 days with the committee’s decision. **Please do not move forward with your plans** until you have been notified of the committee’s decision.

- As a responsible steward of public funds, the Komen Nevada 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 Nevada Affiliate before you can begin planning or promoting the event.
- 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.

- 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:
  - Susan G. Komen for the Cure, Inc.  
5005 LBJ Freeway, Suite 250  
Dallas, TX 75244
  - Nevada Affiliate of Susan G. Komen  
1091 S. Cimarron Rd. Suite A4  
Las Vegas, NV 89145
- 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 Nevada Affiliate.
- The Komen Nevada 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.
- You must obtain written permission from the Komen Nevada 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 Nevada 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 Nevada Affiliate of Susan G. Komen® (for the first reference)
  - Komen Nevada Affiliate (this is acceptable for the 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 Nevada Affiliate (e.g., "\$10 of each ticket purchased," "10% of the sales price of this product," etc.).
- Komen Nevada cannot share our mailing lists, however approved third party events may be posted on our affiliate website.

### 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 Nevada Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen Nevada 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 Nevada Affiliate (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.