

Guidelines for Conducting  
Special Events, Benefits or Promotions to Benefit  
The Arkansas Affiliate of Susan G. Komen for the Cure

Thank you for your interest in benefiting the Arkansas Affiliate of Susan G. Komen for the Cure (“Komen Arkansas Affiliate”). Donations to the Komen Arkansas Affiliate are an important vehicle in advancing our promise of saving lives and ending breast cancer forever.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit the Komen Arkansas Affiliate. It will be necessary for you to first complete and submit an application giving us certain information about the proposed event.

**The Komen Arkansas Affiliate is generally unable to provide administrative and logistical assistance for the event (e.g., distributing invitations, compiling RSVPs, selling tickets, sitting on steering committees, etc.). If the event is approved, you should be prepared to provide all of the support necessary to organize and conduct the event, including all funds required for the event, and volunteers needed.**

Things to consider before you submit an application...

- As a responsible steward of public funds, the Komen Arkansas Affiliate works to keep our expenses at or below 25% of our gross revenue as we advance our promise to save lives and end breast cancer forever. 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 Arkansas 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:

Susan G. Komen for the Cure  
5005 LBJ Freeway, Ste 250  
Dallas, TX 75244

Arkansas Affiliate of Susan G. Komen for the Cure  
904 Autumn Road, Ste 500  
Little Rock, AR 72211

- 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 Arkansas Affiliate.
- The Komen Arkansas 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 Arkansas 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 Arkansas 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 Arkansas Affiliate of Susan G. Komen for the Cure (for the first reference)
  - Komen Arkansas 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 Arkansas Affiliate *before it is printed or distributed*. This includes, but not is 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 Arkansas 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 the 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 Arkansas Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen Arkansas 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 Arkansas Affiliate (separate and apart from the event fee), we will be pleased to accept and acknowledge these donations.
- We sincerely appreciate your desire to support the Komen Arkansas Affiliate and our Promise: To save lives and end breast cancer forever by empowering people, ensuring quality care of all and energizing science the find the cures.
- Our good name is our best weapon in raising funds to fulfill our promise to save lives and end breast cancer forever. These guidelines are stringent to protect us.