

Houston Affiliate of Susan G. Komen for the Cure®
Third Party Events/Initiatives
General Information and Guidelines

Thank you for your interest in supporting the Houston Affiliate of Susan G. Komen for the Cure®. Donations to the Komen Houston Affiliate are an important vehicle in advancing our mission of saving lives and ending breast cancer forever. As you begin your planning process, **please review the guidelines below FIRST and then complete and submit an application for approval.** We will do our best to have a decision within three days of the application submittal.

The Houston Affiliate of Susan G. Komen for the Cure® is authorized to serve seven specific counties including Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty and Montgomery. We can only consider third party events or sales which will raise money in one or more of these counties.

Please note the Komen Houston Affiliate will not be able to provide administrative or logistical assistance for the event or sale (i.e., distributing invitations, compiling RSVPs, selling tickets, sitting on steering committees).

For all events or sales that anticipate net income of less than \$500, the Affiliate encourages the organization, individual or entity to use language such as “all proceeds will benefit breast cancer research, education, screening and treatment.” Due to staffing and time constraints, the Affiliate cannot grant use of our name or logo for events or sales with anticipated net income of less than \$500. For events or sales that anticipate a net income of **\$500 or more, the Affiliate will grant the use of our name.** For events or sales that anticipate a net income of **\$2,500 or more, the Affiliate will grant the use of our logo.**

The Affiliate requires all Third Party Fundraisers to:

1. Complete an application and fax to 713.783.9187 or email info@komen-houston.org.
2. Once the event or sale is approved, a Third Party Agreement Contract must be signed immediately.
3. Submit payment by check within 60 days following the conclusion of the event or sale.
4. Ensure sponsors, attendees and participants make their payments to you as the entity conducting the event or sale. You cannot offer participants the option of direct payment to the Affiliate for tax purposes; we are not able to provide tax receipts for third party events.
5. Inform us of any potential event sponsors or underwriters for your event or sale before you secure them to avoid conflict with established connections the Affiliate may have.
6. If the event consists of a sporting event, ALL event participants must sign a waiver form (sample form can be provided).

If insurance is required for your event or sale, at a minimum, the Third Party Fundraiser must present proof of comprehensive general liability insurance in the amount of one million dollars (\$1,000,000.00) which covers liability for bodily injury, property damage or death arising out of the third party event or sale. At the discretion of the Komen Houston Affiliate, you may be required to name the following as Additional Insured on your policy solely with respect to the sale or event:

1. “Susan G. Komen for the Cure, 5005 LBJ Freeway, Suite 250, Dallas, TX 75244” AND
2. “Houston Affiliate of Susan G. Komen for the Cure”, 5433 Westheimer, Suite 325, Houston, TX, 77056”

The event or sale will not be approved by until the required insurance documents are received in the Komen Houston Affiliate office.

All third party agreement applicants must clearly state a specific percentage of net revenue or a specific dollar amount that they will contribute to the Komen Houston Affiliate. For example, \$10 of each ticket sold or 10% of the sales price of this product, etc.

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(Please keep in mind that on some occasions these may overlap)

Category 1: Special events, benefits, promotions, franchise promotions and sporting events.

- Level 1:** Entities conducting the event include, but are not limited to corporations, franchises, self-insured entities, state funded schools, and ALL sporting events.
- Proceeds benefit the Komen Houston Affiliate with a minimum anticipated donation of equal to or more than \$2,500
 - Proof of insurance for the event **WILL BE REQUIRED, NO EXCEPTIONS.**
 - All sporting events require naming of the Affiliate and Susan G. Komen for the Cure as Additional Insured on Fundraiser's insurance policy solely with respect to the event.
 - If a sporting event, waiver forms must be signed by ALL event participants and kept on file by the Third Party Fundraiser.
 - Benefits from the Affiliate include:
 - Permission to use the Affiliate name and/or logo. Please remember that all marketing material has to be approved **BEFORE** printing
 - Information posted on "Events" page of affiliate website under "Other Events"
 - Date listed on website calendar
 - Inclusion in Affiliate email blast or newsletter if timeframe is compatible with established newsletter/email blast production
 - Affiliate representative at event if requested
 - Free Affiliate materials provided for event (breast health brochures, shower cards, other Affiliate brochures; 250 max. per event, with the option to purchase additional materials if needed)
- Level 2:** Entities conducting the event or initiative include, but are not limited to community individuals, community groups such as neighborhoods, daycares, churches, civic associations and girl/boy scout troops.
- Proceeds benefit the Komen Houston Affiliate with an anticipated donation of less than \$2,500
 - Benefit is not a sporting event
 - Benefits from the Affiliate include:
 - Permission to use only the Affiliate's name. Please remember that all marketing material has to be approved **BEFORE** printing.
 - Date listed on website calendar
 - Affiliate representative at event if requested
 - Free Affiliate materials provided for event (breast health brochures, shower cards, other affiliate brochures; 250 max. per event, with the option to purchase additional materials if needed)

Category 2: Special sales of merchandise such as jewelry, clothing, pink ribbons, etc. and ALL food sales. All products must be non-controversial in nature and approved in advance by the Affiliate.

- Level 1:** Non-edible (Something that cannot be eaten or is not suitable for consumption by a human)
- Proceeds benefit the Komen Houston Affiliate
 - Benefits from the Affiliate include:
 - Permission to use only the Affiliate's name. Please remember that all marketing material has to be approved **BEFORE** printing.
 - Information posted on "Events" page of affiliate website under "Other Events"
 - Option to provide with the Affiliate with marketing materials i.e. flyers of product to distribute at the Affiliate's discretion.

- Level 2:** Edible (Something that can be eaten without harm, non-toxic to humans; and suitable for consumption)
 - Proceeds benefit the Komen Houston Affiliate
 - Proof of insurance for the event **WILL BE REQUIRED, NO EXCEPTIONS.** At the discretion of the Affiliate, the Third Party Fundraiser may be required to name the Affiliate and Susan G. Komen for the Cure as Additional Insured fundraiser's insurance policy solely with respect of the sale.
 - Benefits from the Affiliate include:
 - Permission to use *only* the Affiliate's name. Please remember that all marketing material has to be approved **BEFORE** printing.
 - Information posted on "Events" page of affiliate website under "Other Events"
 - Option to provide with the affiliate with marketing materials i.e. flyers of product to distribute at the affiliate's discretion.