



Application to Conduct a Special Event, Benefit or Promotion to benefit Central Florida Affiliate of Susan G. Komen

Date of Application: _____

Full Legal Name of Third Party: _____

Contact Name: _____

Email: _____

Address: _____

City, State, Zip: _____

Daytime Phone: _____ Fax: _____ Website: _____

Contact info that can be published to promote the event: _____

Name of Proposed Event: _____

Description of Proposed Event:

Date: _____ Rain Date: _____

Start Time: _____ End Time: _____

Event Location & Address: _____

How will you generate money? (Please state specifically how money will be generated – ex: 100% of proceeds, \$5 for each t-shirt sold, 100% of raffle & 20% of entry fees, etc.)

Budget Information: (please attached details)

Projected Income	Projected Expenses	Projected Donation

Guaranteed minimum Donation: \$ _____

This is the amount that you guarantee to donate regardless of the success of the fundraiser.

It is often much less than the projected donation.

Insurance: (Please include the insurance certificate with Komen Listed as additional insured)

Company: _____

Type and Amount: _____

Please note: If it is a sporting event, copies of participant waivers must also be submitted with application.



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Potential Sponsors/Underwriters (if any):

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

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

Special Requests: While we cannot promise the availability of the following, please list what assistance you would like from the Komen Central Florida Affiliate:

- Educational Materials, please indicate anticipated attendance:
- Komen Representative, please indicate the range of time:
- Other, please describe below:

Applicant has read the attached Guidelines for Conducting Special Events, Benefits or Promotions to benefit the Komen Central Florida Affiliate and agrees to abide by them. Applicant understands that approval must be granted by Komen Central Florida Affiliate and a Letter of Agreement must be executed by the parties before Applicant can plan or promote the proposed event. The Central Florida Affiliate of Susan G. Komen shall not liable to any vendor or to 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 Central Florida Affiliate against any such claims by third parties or vendors for said fees, costs, or payments.

Applicant Signature:

Please read the attached guidelines before completing this application.

Once completed and signed, send the application to:

Central Florida Affiliate of Susan G. Komen

Mail: 1155 Louisiana Ave, Suite 110 Winter Park, FL 32789

Fax: 321-972-5535 or Email: events@komencentralflorida.org

If you have any questions about the guidelines or application please call the office at 321-972-5534



**Guidelines for Conducting
Special Events, Benefits or Promotions to benefit
Central Florida Affiliate of Susan G. Komen for the Cure**

Thank you for your interest in benefiting the Central Florida Affiliate of Susan G. Komen (“Komen Central Florida”). Donations to the Komen Central Florida 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. Below are guidelines that may be useful as you consider conducting an event, benefit or promotion (“event”) to benefit the Komen Central Florida Affiliate.

Step 1: Complete and submit the application. It will then be reviewed by Events Coordinator, Mindy Smith. We will do our best to contact you within 2-3 business days with the Events Coordinator’s decision.

Step 2: Review and sign the Agreement, which we will send if the application is approved. ***This letter of agreement must be signed by you and Komen Central Florida before you can begin promotion the event.***

Please note that while the Komen Central Florida Affiliate may be able to provide guidance for your event, we are unable to provide administrative or logistical assistance for the event (e.g., distributing invitations, compiling RSVP’s, selling tickets, sitting on steering committees, etc.) **If the event is approved, you should be prepared to provide all of the support necessary to organized and conduct the event, including PR and costs for the event.**

Things to consider before you submit an application....

- As a responsible steward of public funds, the Komen Central Florida Affiliate works to **keep expenses at or below 25% of gross revenue** as we advance our mission to eradicate breast cancer as a life-threatening disease. Likewise, we expect an individual or organization that organizes and conducts an event to benefit Susan G. Komen ensure that the expenses incurred for 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.
- 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 additional insured on the liability insurance

Susan G. Komen®
5005 LBJ Freeway, Suite 250
Dallas, TX 75244

The Central Florida Affiliate of Susan G. Komen®
1155 Louisiana Ave, Suite 110
Winter Park, FL 32789

- 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 Central Florida Affiliate.
- The Komen Central Florida Affiliate works with various underwriters and sponsors for the events that we conduct. In order to ensure that there is no conflict with 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 Central Florida Affiliate to use the organization name and/or trademarks.



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COMPLETION OF THE APPLICATION DOES NOT CONSTITUTE PERMISSION FROM THE KOMEN CENTRAL FLORIDA AFFILIATE TO USE KOMEN'S NAME, LOGO OR TRADEMARKS.

If your application is approved, we will send you a binding Agreement that must be signed by both the parties. You may only use Komen's name and trademarks in accordance with the terms of the executed agreement. All references to Komen in publicity and promotional materials, on tickets, invitations, etc. should say:

- The Central Florida Affiliate of Susan G. Komen (for the first reference)
 - Komen Central Florida Affiliate (This is acceptable for subsequent references.)
- You will be responsible for all publicity for the event.
 - All publicity material related to the event must be reviewed and approved by the Komen Central Florida Affiliate *before it is printed and/or distributed*. This includes, but is not limited to, invitations, press releases, newspaper/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 Central Florida Affiliate (e.g., "\$10 of each ticket purchase," "10% of the sales price of this product," etc.)

Making your donation.....

- In accordance with the agreement, you must send the donation form in your agreement with your donation. Please also include an account of those proceeds. The agreement will specify the time frame from the minimum donation, usually 30 days following executive of the agreement.
- 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 Central Florida Affiliate for tax purposes, or otherwise allow them to make their event payment directly to Komen Central Florida 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 Central Florida Affiliate (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.