



Special Events, Benefits or Promotions Frequently Asked Questions

Why do I need to submit an application?

Komen Acadiana needs to evaluate each potential new relationship to ensure it fulfills our mission and is appropriate. An approved application is required to enter into a formal Letter of Agreement. Please remember to complete and sign the [Third Party Event Application](#).

How much time should it take to approve the application and promotional materials?

Komen Acadiana is fortunate that many people are willing to raise money for our mission. Since we are a small organization, it can take up to two weeks to review an application and another week to review promotional materials given the volume of requests. Please keep this in mind when planning your event.

What is minimum donation?

An expected donation amount serves as your fundraising goal and allows us to better understand the scale of your event.

What is the Letter of Agreement?

The Letter of Agreement formalizes the partnership between the fundraiser and Komen Acadiana. It details event specifics (date time, place, etc.), donation amount, any insurance requirements, and any additional detailed guidelines. It also gives the third party hosting the event rights to the Komen Acadiana name and logo under certain conditions. The Letter of Agreement **must** be signed by both the event organizer and Komen Acadiana.

How should Komen Acadiana be referred to in promotional materials?

Our organization must be referred to as “the Acadiana Affiliate of Susan G. Komen for the Cure®” for all first references and may be shortened to Komen Acadiana for all following references. The Komen Acadiana name & logo can only be used after a Letter of Agreement has been signed. Materials using the logo and/or name must be approved in advance of printing and/or distribution.

Do materials have to include the amount that will be donated to Komen Acadiana?

Komen Acadiana and the Better Business Bureau mandate that the **donation percentage be clearly communicated on all promotional materials** (i.e. “15% of the net proceeds will be donated to...” or “\$7 from every ticket purchased will be donated to...”)

Why must promotional materials be approved?

The Komen Acadiana name and marks are our greatest assets. To protect and maintain them, we need to

ensure that our name and or logo are referenced and used correctly and that the portion of proceeds and/or donations is properly stated.

Can Komen Acadiana provide its tax ID number so a vendor can write off its in-kind donation?

Komen Acadiana does not acknowledge third party in-kind donations e.g. raffle, auction items, services, venue space, etc. for tax purposes. Sponsors, underwriters, attendees and participants must make their payment for the event directly to you or your organization. You cannot offer the option of writing their checks for the event directly to Komen Acadiana Affiliate for tax purposes, or otherwise allow them to make their event payment directly to Komen Acadiana. If a donation would like to be made directly to Komen Acadiana (separate and apart from the event fee), we will be please to accept and acknowledge those donations

How will Komen Acadiana support the event? Will it publicize it?

Komen Acadiana will list your fundraiser on our website. Depending on the date of the event, we may also be able to mention the fundraiser in email blasts to constituents. We do not guarantee mention in our eblasts. We cannot provide additional public relations for third party fundraisers due to legal restrictions.

Komen Acadiana will provide breast health materials and **pink ribbons** for your event, depending on the quantity and lead time.

Can Komen Acadiana provide a speaker for the event?

Komen Acadiana will consider all requests and work with the event organizer to identify a speaker for your community event upon availability. Please allow up to two months notice to ensure scheduling and speaker availability.

What types of event are not approved by Komen Acadiana?

Komen Acadiana is prohibited from participating in any event/activity that has a distinctly political feel. We do not endorse individual candidates or political party groups. Additionally, we cannot approve events that center around alcoholic beverages. Komen Acadiana reserves the right to decide not to participate in any activity, event, or program if it is deemed inappropriate or not in the best interest of the Affiliate.

Event taking place in less than a month?

You may want to consider using a generic pink ribbon symbol rather than Komen trademarks. The pink ribbon is the universal symbol for breast cancer awareness and may be used without permission. You may also consider using a generic pink ribbon in conjunction with a general statement such as, "Funds will be used to support local breast cancer programs". Komen Acadiana would be honored to receive funds raised by you or your organization. Please be sure to mail these donations directly to Komen Acadiana. Please note, however, if you wish to use the Komen name or logo, you must complete the **Third Party Fundraising Application** and receive approval