



Third Party Event General Information and Guidelines

Thank you for your interest in supporting the Acadiana Affiliate of Susan G. Komen for the Cure through a third party event or initiative. We appreciate your desire to raise money and awareness for the fight against breast cancer. As you begin your planning process, please review the guidelines below **FIRST**. They have been established by our national organization in Dallas and all Affiliates must comply with them.

Please note that while the Komen Acadiana Affiliate may be able to provide guidance for your event, we are generally 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 organize and conduct the event, including committing all funds required for the event.

- A Letter of Agreement must be negotiated and signed by both you and the Komen Acadiana 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. Susan G. Komen for the Cure and the Acadiana Affiliate of Susan G. Komen for the Cure must be named as additional insureds on the liability insurance for the event.
- All third party event or initiative applicants must clearly state a specific percentage of net revenue or a specific dollar amount that they will contribute to the Acadiana Affiliate. For example, \$1 of every item sold or 20% of ticket sales.
- All promotional materials such as invitations, press releases, fliers, email messages, posters and so forth, must be approved by an authorized representative of the Acadiana Affiliate **BEFORE** they are printed, distributed or publicized in any way.
- Materials cannot include any wording that suggests endorsement of a product by the Acadiana Affiliate or Komen National. Similarly, third parties cannot state that a product, therapy, test or treatment is approved by Komen National or the Acadiana Affiliate.

- Third parties may not claim that the Acadiana Affiliate or Komen National is sponsoring or endorsing their event or initiative in any promotional material or publicity.
- Upon **WRITTEN APPROVAL** of your third party application, you may include the following statements **ONLY** in any promotional materials: XXX proceeds (i.e. state a specific percentage or all proceeds) will benefit the Acadiana Affiliate of Susan G. Komen for the Cure. Alternatively, you may state a specific dollar amount, for example “Five dollars of each ticket sold will benefit the Acadiana Affiliate of Susan G. Komen for the Cure.” In some cases, the Acadiana Affiliate can approve the use of the Affiliate’s logo in conjunction with this statement.
- 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 Acadiana Affiliate for tax purposes, or otherwise allow them to make their event payment directly to the Komen Acadiana 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 Acadiana Affiliate (separate and apart from the event fee), we will be pleased to accept and acknowledge those donations.

If you are able to work within these guidelines, please complete the Third Party Event Application Form and return it to the address below:

Acadiana Affiliate of Susan G. Komen for the Cure
P.O. Box 51597
Lafayette, LA 70505

Please call 337-993-5745 if you have any questions.