



Third Party Guidelines for Charitable Special Events, Product or Service Promotions

Thank you for your interest in supporting Susan G. Komen® Austin. We are committed to powering the promise that our organization was founded on – to save lives and end breast cancer forever!

Contributions are important to our organization as we continue the fight against breast cancer. Please read through the following guidelines to determine if your event, product or service is a match with Komen Austin. If so, please complete the third party event request form and read the Third Party FAQs. Both pieces of information are on the Host a Fundraiser for Komen page of our website.

Once your application is received, it will be submitted for consideration and approval. Please allow 5-10 business days for review of the application.

If you have questions please email events@komenaustin.org or call 512.473.0900.

GUIDELINES

1. As a responsible steward of public funds, Susan G. Komen® Austin believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to our mission. Therefore, a third party that organizes an event to benefit Komen Austin is required to keep expenses to 25 percent or less of gross revenue. Exceptions may be made for first year events and on a case-by-case basis. Minimum donation guarantee for events is \$2,500 and \$1,500 for product/service promotion.
2. All events held at a specific location require the necessary permits and insurance will be required. Some product or service promotions may be required to do the same based on the type of promotion. The following entities must be added as additional insured parties:

Susan G. Komen® Austin
1705 S Capital of Texas Hwy, Suite 130
Austin, Texas 78746

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

Another requirement specifically for sporting events is a signed waiver/release to be provided by applicant and holding Komen Austin harmless from all participants.

3. If a third party sells a product or service to benefit Komen Austin, the item must be non-controversial in nature and approved by Komen Austin. The public must be told the specific dollar amount from the sale of each item that goes to Komen Austin, i.e. \$10 per item sold. If a certain percentage of the sale of an item or ticket goes to the Affiliate, the public must be told the specific percentage that benefits Komen Austin.

4. Organizers of the event are responsible for complying with all IRS regulations regarding the event. Komen Austin can provide some information and guidelines.

All promotional material related to an event benefiting Komen Austin must be reviewed and approved by the Affiliate prior to its production and distribution. This includes, but is not limited to, invitations, news releases, newspaper or newsletter articles, website promotion, signage, etc.

5. Third parties must inform Komen Austin of any effort to recruit financial underwriters/sponsors in order to ensure that there is no duplication of underwriting efforts and/or conflict of interest.

All Promotional materials must be approved by Komen Austin

6. Komen Austin cannot share our mailing lists. However, approved third party products/services may be posted on the Affiliate website, social media, and email communication to fit within our marketing schedule if provided within ample timeframe.

7. Komen Austin is not able to handle any administrative aspects of Third Party Events. While we are able to give you guidance about your event, we do not have the staff to handle administrative tasks such as invitation distribution, compiling RSVPs or selling tickets. We are limited by legal/IRS regulations on our involvement and may only provide volunteers to help with Komen representation at the event, ie: educational information distribution.

8. Organizers of the event should be prepared to initiate publicity for this promotion and commit, if necessary, funds from its advertising budget.

9. Event partnership proceeds and accounting must be provided within **30 days** after the conclusion of the partnership unless otherwise agreed upon. One check to Komen Austin is preferred. However, if the contribution is from several donors, please provide a listing/Excel spreadsheet detailing the donor names, addresses, amount of gift and check numbers to:

Susan G. Komen® Austin
PO Box 161927
Austin, Texas 78716