



Third Party Event Frequently Asked Questions

Why do I need to submit an application?

Susan G. Komen® Austin needs to validate each potential partner, organization or new initiative before agreeing to a relationship to ensure it appropriately fulfills our mission and is appropriate. Please read the third party event guidelines that are available on the Host a Fundraiser page of komenaustin.org and determine if Komen Austin is a good match. If so, please fill out the third party event request form.

When should I submit my application?

At least six-eight weeks prior to the event or promotion. Further lead time is encouraged during peak times including October (Breast Cancer Awareness Month) and April/May (the Komen Austin Pink! gala).

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

Komen Austin is fortunate that so many people and organizations are willing to raise money for our mission. However, we are a small, volunteer-driven organization. Given the volume of requests, it takes approximately 5-10 business days to review an application. We encourage community fundraisers to keep this in mind when planning their events.

What is an expected donation?

An expected donation is your fundraising goal. Komen Austin asks you to set this amount, so that we can better understand your event and your planned contribution towards the mission of saving lives and ending breast cancer forever.

What is the Letter of Agreement?

The Letter of Agreement formalizes the partnership between the community fundraiser and Komen Austin. It details event specifics (date, time, place, etc.), provides the expected donation amount and covers detailed event guidelines. It also gives the community fundraiser rights to the Komen Austin name and logo under certain conditions. The Letter of Agreement must be signed by both the event organizer and Komen Austin. Depending on the nature of the event, you may be legally bound by a minimum donation. This will be a reasonable amount agreed upon by both parties, clearly outlined in the Letter of Agreement.

Is there a minimum donation amount?

Yes. Due to staffing and time constraints, Komen Austin 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, we will grant the use of our name. For events or sales that anticipate a net income of \$1,500 or more, the Affiliate will grant the use of our name and logo.

What if the event/promotion does not meet the minimum?

Please consider not using the Komen name/logo and make a general statement that the funds raised will go to local breast cancer screening, treatment and education. You may use a general pink ribbon. We would be honored and grateful to receive funds raised in this manner and would give public recognition for your donation.

How should Komen Austin be referred to in promotional materials?

All promotional materials should read:

- 1) First mention: **Susan G. Komen® Austin**
- 2) Subsequent mention: **Komen Austin**

The logo can only be used after a Letter of Agreement has been signed.

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

Komen Austin requires that the donation percentage/amount be communicated to the public clearly on all communications pieces (i.e. 15% of the net proceeds will be donated, or \$5 from every ticket purchased will be donated).

Why must promotional materials be approved?

The Komen Austin name and marks are our greatest assets. To protect and maintain them, we partner with organizations and individuals that are reputable and have products, interests and values that support and are consistent with our mission — a world without breast cancer. We also want to make sure that the name is referenced correctly and that the portion of proceeds and/or donations are properly stated.

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

Komen Austin will list your event on the calendar on our website and also on social media outlets. Depending on the date of the event, we also may be able to publicize the event in an email blast to constituents (included with other Komen-related information). Our resources are limited and the number of monthly events is high, so we cannot provide additional public relations support. We will provide breast health materials that may be distributed at the event.

Can Komen Austin provide a speaker for the event?

We'd be happy to! Please communicate your desire to have a representative at least 4-6 weeks prior to the event date and we will work with you to schedule a staff member or dedicated volunteer to attend.

What types of events are not approved by Komen Austin?

Komen Austin is prohibited from participating in any event/activity that has a distinctly political feel. We do not endorse individual candidates or political party groups. The organization 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.

Please note that we also cannot accept donations that were raised from the sale of alcohol (i.e. \$2 from each pink cocktail).

My event is taking place in less than a month?

Consider using the general pink ribbon rather than the Komen name or logo. The pink ribbon is the universal symbol for breast cancer awareness and may be used without permission. If you wish to use the pink ribbon in conjunction with a general statement such as, "Funds will be used to support local breast cancer programs," no further paperwork or approval is necessary and these donations can be mailed directly to Komen Austin.

Do you have additional questions? Please contact us at 512.473.0900 or events@komenaustin.org. Thank you for your interest in fundraising for Komen Austin!