



Susan G. Komen® Austin Third-Party Events

Third-Party Events support Komen Austin throughout the Year!

A third-party event is a fundraising activity coordinated by an individual, local business, or organization wishing to raise money for Susan G. Komen® Austin. Third-party events can range from any size, small to large. By applying to become an official “Third Party”, upon approval from Komen Austin, you may use the Susan G. Komen® Austin name and/or logo for the event, as well as promotional purposes.

Qualifications of a Third-Party Event

Many fundraisers qualify as a third-party event, so we are interested in hearing about your idea! Examples of third-party events include: flat donations, charity sport tournaments, benefit parties, sales percentage donation, and company sponsored runs or walks. Businesses or organizations wishing to hold a third-party event must be located in our five-county service area (Bastrop, Caldwell, Hays, Travis, and Williamson County). Exceptions to this rule may be granted on a case-by-case basis by contacting our third-party specialist.

Where do your Donations Go?

Susan G. Komen Austin is the only local breast cancer organization attacking the disease from all fronts. Your donations help us remove barriers to care for both the uninsured and the underinsured.

Komen Austin invests 75% into local community health care grants and educational initiatives. The remaining 25% is invested into global research. **Since 1999, Komen Austin has invested \$11.7 million into the greater Austin area and more than \$5.4 million to global research!** To get started and join the fight against breast cancer, contact us today.

For questions or more information, please contact: Renee Cortez at rcortez@komenaustin.org or (512) 684-3875

Responsibilities of Coordinating a Third-Party Event

If a business or organization wishes to hold a third-party event benefiting Susan G. Komen® Austin, the parties involved are subject to guidelines and requirements.

These include, but are not limited to:

- Complete and submit the Susan G. Komen® Austin Third-Party Agreement at least two weeks in advance
- Submit all promotional and advertising material for review and approval by Komen Austin before production and distribution
- Obtain all necessary permits and insurance required
- Coordinate all the administrative tasks related to your event, including but not limited to distributing invitations, compiling RSVPs, or selling tickets.
- Promotion/Publicity/Advertising
- Please keep in mind that all references to the organization in publicity and promotional materials on tickets and invitations, etc. should say:
 - On first reference: benefitting Susan G. Komen® Austin
 - For subsequent reference: benefitting Komen Austin
- Komen Austin requires the donation percentage/amount be communicated to the public clearly on all communication pieces (i.e. 15% of the net proceeds will be donated, or \$5 from every ticket purchased will be donated, company will donate \$5,000, etc.)

Additional terms are outlined on the Third-Party Application.

What Komen Austin will Provide

- Speaker, Ambassador, and/or volunteers
- Educational materials, brochures, and engagement tools
- Your event added to the Calendar or Events on Komen Austin's website
- Promotion on our social media sites (if provided within ample timeframe and fits within our marketing schedule)
- Check presentation with Komen Austin's big check

Please note all requests are filled on a first come, first serve basis. Please allow two weeks for Komen Austin to plan and fill these requests. We cannot guarantee a speaker or ambassador at your event.

MORE THAN PINK 

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