

**Susan G. Komen for the Cure**  
**Southern Nevada Affiliate**  
**Guidelines for Special Events, Benefits or Promotions**

Thank you for your interest in benefiting the Southern Nevada Affiliate of Susan G. Komen for the Cure ("Komen Southern Nevada Affiliate"). Third party events, benefits and promotions are an important vehicle in advancing our promise to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

Below are guidelines that may be useful as you consider conducting an event, benefit or promotion ("event"). Once you've reviewed the guidelines please download and complete the Event Application. All applications will be reviewed by our Events Committee with notification of the committee decision within approximately 10 business days. Further questions regarding the guidelines or application process should be directed to the Development & Events Manager of the Southern Nevada Affiliate at [komenlv@embarqmail.com](mailto:komenlv@embarqmail.com).

- ❖ The Southern Nevada Affiliate of Susan G. Komen for the Cure encompasses four counties in its service area: Lincoln, Nye, Esmeralda and Clark. We can only consider third party events or initiatives which will raise funds in one or more of these counties.
- ❖ While the Southern Nevada 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.
- ❖ Third party must clearly state a specific percentage of net revenue or a specific dollar amount. For example, 20% of total net proceeds or \$5.00 of every item sold will be donated to the Southern Nevada Affiliate of Susan G. Komen for the Cure.
- ❖ All promotional materials such as invitations, press releases, fliers email messages, posters and the like, must be approved by an authorized representative of the Southern Nevada Affiliate **prior** to printing, distribution or publication. Materials cannot include any wording that suggests endorsement of a product by the Southern Nevada Affiliate or Komen National. Similarly, third parties cannot state that a product, therapy, test or treatment is approved by Komen National or the Southern Nevada Affiliate.
- ❖ Third party must request written permission to use the Komen name and/or logo. **Not** all requests will be granted. No use of the Komen name and/or logo will be permitted without a **written agreement** between the third party and the Komen Southern Nevada Affiliate.
- ❖ Third party must inform the Southern Nevada Affiliate of any effort to recruit financial underwriters, sponsors or in-kind donors in order to ensure that there is no duplication of underwriting efforts.
- ❖ Third party is responsible for obtaining any necessary permits and clearances required by the government and compliance with all applicable laws. Third party must also obtain appropriate insurance coverage as necessary.
- ❖ The Southern Nevada Affiliate will advise you if your event or initiative requires that you provide comprehensive general liability insurance in the amount of one million dollars (\$1,000,000.00) which covers liability for bodily injury, property damage or death arising out of your third party event. If this insurance is required, you must also name "Susan G. Komen for the Cure" and the "Southern Nevada Affiliate of Susan G. Komen for the Cure" as Additional Insured's on your policy solely with respect to the event/initiative. The

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event or activity will not be approved until the certificate is received in the Southern Nevada Affiliate office.