



## Application for Charitable Special Events

**Susan G. Komen Knoxville is accountable to the public for all fundraising activities using the Komen brand. Please read the Guidelines BELOW before completing this application.**

Date of Application: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Event Promotion: \_\_\_\_\_

Description: \_\_\_\_\_

Money generated through: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date(s): \_\_\_\_\_

Rain date(s): \_\_\_\_\_

Hours: \_\_\_\_\_

Location: \_\_\_\_\_

Sponsors/Underwriters: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Budget Information (Please attach details.)

Projected Income: \_\_\_\_\_

Projected Expense: \_\_\_\_\_

Projected Donation: \_\_\_\_\_

Publicity/Promotion (list all media, e.g., brochures, radio, print ads, television, etc.): \_\_\_\_\_

Assistance needed from the Komen Knoxville: \_\_\_\_\_

Event Insurance (If applicable, submit copies of necessary insurance to the Susan G. Komen Knoxville 15 days prior to the event.)

Company: \_\_\_\_\_

Type: \_\_\_\_\_

Will other charitable organizations benefit from this event? If so, please name and describe extent to which they will benefit: \_\_\_\_\_

*Applicant has read the attached Guidelines for Charitable Special Events and Promotions and agrees to abide by them. Susan G. Komen Knoxville is not liable to any party or vendor for any fees, costs or payments of any kind, and Applicant agrees to indemnify and hold harmless the Affiliate and Foundation against any claims by third parties or vendors for such fees, costs or payments incurred pursuant to this agreement.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please return completed form by email to [adunaway@komenknoxville.org](mailto:adunaway@komenknoxville.org) or mail to:

**Susan G. Komen Knoxville**

**318 Nancy Lynn Lane #13**

**Knoxville, TN 37919**

## Special Events & Promotion Guidelines

**Donations to Susan G. Komen Knoxville are extremely important and your interest is greatly appreciated. Komen Knoxville is accountable to the public for fundraising activities using the Komen brand. To this end, the following guidelines have been developed to serve as standards for those (“Sponsor”) who organize special events, benefits or promotions on behalf of Komen Knoxville. All questions regarding these guidelines should be directed Amy Dunaway, Executive Director at (865) 588-0902**

After reviewing these guidelines, please complete and sign the attached application and return it to: Amy Dunaway, Susan G. Komen Knoxville, 318 Nancy Lynn Ln #13, Knoxville, TN 37919.

1. As a responsible steward of public funds, Komen believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to Komen Knoxville; exceptions may be made for first-year events and on a case-by-case basis. As a general rule, the Komen Knoxville holds to the standards set forth in the Better Business Bureau guidelines. Events held by or benefiting Komen Knoxville are requested to keep expenses to 25% of gross revenue.
2. If Sponsor represents to the public that a percentage of proceeds will benefit Komen Knoxville, Sponsor should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 90 days after the conclusion of the special event or promotion.
3. A Sponsor must request written permission to use Komen’s name and/or logo. Completion of the Komen Knoxville’s Special Events Application may constitute such a request. No use of Komen’s name and/or logo will be allowed without a written agreement.
4. All promotional material related to an event benefiting Komen Knoxville must be reviewed and approved by Komen Knoxville prior to its production and distribution.

5. Sponsor agrees to inform Komen Knoxville of any effort to recruit financial underwriters for any special event or promotion benefiting the Affiliate. Informing Komen Knoxville of all underwriting requests will ensure that there is no duplication of underwriting efforts which may be currently underway.
6. Komen Knoxville is not responsible for ticket sales or other administrative aspects of the Sponsor's events. Sponsor must have the means to sell tickets, send invitations, and/or publicize the event, if necessary.
7. Sponsor is responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions for participation in special events are quite specific, and Komen Knoxville can provide information and guidance on this matter.
8. Sponsor is responsible for obtaining any necessary permits and clearances required by the government and compliance with all applicable laws. Sponsor must also obtain appropriate insurance coverage as necessary.
9. The media rarely will provide "free time" for a charitable sales promotion. Sponsor should be prepared, therefore, to commit the necessary funds from advertising and promotion budgets. Sponsor should be prepared to initiate publicity for the event or promotion.
10. All references to Komen Knoxville in publicity and promotional materials for the event or promotion should refer to "Susan G. Komen Knoxville".
11. If donations are derived from sales promotions of a product, the product must be seen as non-controversial. For further clarification of "non-controversial" direct all questions to the Executive Director of Komen Knoxville. Events and promotions should provide favorable community image and be financially solvent.

12. Susan G. Komen Knoxville is available to discuss a gift restriction favored by the Sponsor to the event or promotion. However, the Komen Knoxville may reserve the right to use the funds generated as it sees fit without restriction by the Sponsor.