



## Third Party Event Frequently Asked Questions (FAQ)

### **🌀 Why do I need to submit an application?**

Komen Louisiana Affiliate needs to validate each potential partner, organization or new initiative before agreeing to a relationship to ensure it fulfills our mission and is appropriate. Please complete and sign the application.

### **🌀 When do I need to submit an application?**

At least 2 weeks prior to the event or promotion.

### **🌀 Why do I need to submit an application?**

Komen Louisiana is fortunate that so many people and organizations are willing to raise money in support of our mission. We have a small staff, but will do the best we can to respond to your request within three working days. We encourage community fundraisers to keep this in mind when planning their events.

### **🌀 What is the projected donation?**

The projected donation is your fundraising goal. Komen Louisiana asks you to set this amount, so we can better understand your event and your planned contribution to the fight against breast cancer.

### **🌀 What is the Letter of Agreement (LOA)?**

The Letter of Agreement formalizes the partnership between the community fundraiser and Komen Louisiana. It details event specific (date, time, place etc.) provides the expected donation amount and covers detailed event guidelines. It also gives the community fundraiser right to the Komen Louisiana name and logo under certain conditions. The Letter of Agreement must be signed by both the event organizer and Komen Louisiana. 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.

### **🌀 How should Komen Louisiana be referred to in promotional materials?**

All promotional material should read: "Susan G. Komen Louisiana". The logo can only be used after a Letter of Agreement has been signed and will be provided to you by Komen Louisiana staff.

### **🌀 Do materials have to include the amount that will be donated to Komen Louisiana?**

Komen Louisiana and the Better Business Bureau mandate that the donation percentage be communicated to the public clearly on all communication pieces (i.e. 15% of the net proceeds will be donated...or \$7 from every ticket purchased will be donated to...)

### **🌀 Why must promotional materials be approved?**

The Komen Louisiana 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 vision – a world without breast cancer. We also want to make sure that the Komen Louisiana name is referenced correctly and the portion of proceeds and/or donations are properly stated.

✂ **Can Komen Louisiana provide its tax ID number so a vendor can write off its in-kind donation?**

Komen Baton Rouge does not acknowledge third party in-kind donations e.g. raffle, auction items, services, venue space, etc. for tax purposes.

✂ **How will Komen Louisiana support the event? Will it publicize it?**

Komen Louisiana will list your event on our website. Depending on the date of your event, we may also be able to publicize your event in the Komen Louisiana newsletter to constituents. 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 education materials upon request.

✂ **Can the Affiliate provide a speaker for the event?**

The Affiliate needs a minimum of 2 week notice to provide a speaker for a community event.

✂ **What types of events are not approved by the Affiliate?**

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

✂ **What if I want to host an event benefiting Komen Louisiana but don't have the time or choose not to go through the application process?**

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 Louisiana.

*For further questions or additional clarification please do not hesitate to contact  
info@komenlouisiana.org*

**Thank you for your cooperation!**