

## **3<sup>rd</sup> Party Events**

### **Frequently Asked Questions**

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

The Komen West Virginia 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 should I submit my application?**

At least four weeks prior to the event or promotion.

#### **How much time should it take to approve the application and promotion materials?**

The Affiliate 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 at least 3 working days to review the 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. The Affiliate asks that you set this amount, so that we can better understand your event and your planned contribution to the fight against breast cancer.

#### **What is the Letter of Agreement?**

The Letter of Agreement formalizes the partnership between the community fundraiser and Komen West Virginia. It details event specifics (date, time, place, etc.), provides the expected dollar amount and covers detailed event guidelines. It also gives the community fundraiser rights to use the Komen West Virginia name and logo under certain conditions. The Letter of Agreement **must** be signed by both the event organizer and Komen West Virginia.

#### **How should the Affiliate be referred to in promotional materials?**

All promotional materials should read: “West Virginia Affiliate of Susan G. Komen”. The logo can only be used after a letter of Agreement has been signed.

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

The Komen West Virginia 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.

**How will the Affiliate support the event? Will it publicize it?**

The Affiliate will list your event on our website calendar. Depending on the date of your event, we may also be able to publicize via social media. Our resources are limited and the number of monthly events can be high at times, so we cannot provide additional public relations support. We will provide breast health materials.

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

The Affiliate needs a minimum of 6 weeks' notice to provide a speaker for a community event.

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

The Affiliate 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 Affiliate 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.