

## Susan G. Komen® Los Angeles County Third Party Events or Promotions



### Third Party Events or Promotions: Supporting Komen LA County Throughout the Year!

A Third Party Event or Promotion is a fundraising activity coordinated by an individual, local business or organization who raises money for Susan G. Komen® Los Angeles County. Third Party Events or Promotions can range from small to large and everything in between, and are excellent opportunities to raise awareness and funds for breast health services and research. By applying to become an official “Third Party”, upon approval from Komen LA County, you may use the Susan G. Komen® Los Angeles name and/or logo for the event as well as for promotional purposes.

### Qualifications of a Third Party Event or Promotion

Many fundraisers qualify as a Third Party Event or Promotion, so we are interested in hearing about all ideas! Some examples include: flat donations, charity sport tournaments, benefit galas, sales percentage donation, and company sponsored runs or walks. Businesses or organizations wishing to hold a Third Party Event or Promotion must be located in Los Angeles County. If the business or organization is not locally based, we can refer the interested party to a closer Susan G. Komen Affiliate. Exceptions to this rule may be granted on a case by case basis by contacting our Third Party specialist. Please note that funds may not be raised on sales from legal drugs (alcohol, tobacco, pharmaceuticals, etc.).

### Responsibilities of Coordinating a Third Party Event or Promotion

All businesses or organizations holding a Third Party Event or Promotion with proceeds benefitting Komen LA County are subject to guidelines and requirements. These include, but are not limited to:

- Complete and submit the Susan G. Komen® Los Angeles County Third Party Application + Agreement
- Submit all promotional and advertising materials (minimum two weeks in advance) for review and approval before posting/distributing
- 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® Los Angeles County
  - For subsequent reference: benefitting Komen LA County
- **The donation percentage should 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 to...)**

Additional guidelines are outlined on the second page of the Third Party Application + Agreement: Standard Terms and Conditions.



## Where the Donations Go

Komen LA County's work is about improving the law, changing systems, removing barriers and most importantly, elevating the women and men directly impacted by breast cancer. Komen LA County provides free mammograms, care coordination, and education for breast cancer patients during treatment.

Donations of these amounts help cover, but are not limited to:

**\$140:** The average cost of a life-saving mammogram

**\$250:** The average cost of a breast prosthesis

**\$500:** The average cost of an MRI

**25% SUPPORTS  
GLOBAL BREAST  
CANCER RESEARCH**



**75% SUPPORTS  
OUTREACH AND  
COMMUNITY  
PROGRAMS IN  
LA COUNTY**

### Start Your Third Party Event or Promotion!

Komen Los Angeles County currently has three levels of commitment to select from based on your expected donation amount. Please note: There is a **required minimum donation** for the Champion Partner level and the Warrior Partner level which will be outlined in the application + agreement.

Commitment Levels:	Champion Partner \$2,000+	Warrior Partner \$1,999 - \$1,000	Hero Partner Less than \$1,000
Use of Susan G. Komen Name and/or Logo	LOGO + NAME	LOGO + NAME	NAME
Electronic PDF of Breast Health Materials	X	X	X
Handmade Pink Ribbons*	X	X	X
Komen Media Platforms:  Website (komenlacounty.org)  Social Media Spotlight (@komenla)*	<u>Third Party Events</u> LOGO + LINK Komen Event Calendar & Partners page 2 Social Media Spotlights	<u>Third Party Events</u> NAME Partners page 1 Social Media Spotlight	
	<u>Third Party Promotions</u> LOGO + LINK Komen Promotions page & Partners page 2 Social Media Spotlights	<u>Third Party Promotions</u> NAME Partners page 1 Social Media Spotlight	
Komen Representative or Speaker*	X	X	
Event Volunteers*	X		

\*Based on availability and timeliness of request.

If interested parties wish to become a Partner with Susan G. Komen Los Angeles County, please complete and sign the Susan G. Komen® Los Angeles County Third Party Application + Agreement.

Proceeds from third-party events or promotions can be sent via check made payable to Susan G. Komen LA County and mailed to the Komen LA County office at 5901 W. Century Blvd, Suite 800, Los Angeles, CA 90045. For credit card payment, please contact Komen LA County staff for a credit card authorization form.

We appreciate all individuals, local businesses or organizations who choose to raise money for Komen LA County.

Please contact the Komen Los Angeles County staff for further arrangements and negotiations:  
**Eddie Hernandez**, ehernandez@komenlacounty.org, (310) 575-3011 x206