

# Susan G. Komen for the Cure Relationship Proposal Form

Thank you for considering Susan G. Komen for the Cure to be the beneficiary of your revenue generating efforts and ideas! Please take a moment to complete this form so that we may give your proposal the consideration it deserves.

We work hard to create corporate and 3<sup>rd</sup> party relationships that are mutually beneficial thus the more we know about your plans the more thorough the consideration by the Review Committee.

Please complete both pages and return this form to:  
 Attn: Relationship Proposal, PO Box 9275 South Charleston WV 25309 or email:  
[executivedirector@komenwv.org](mailto:executivedirector@komenwv.org)

## STEP 1: Tell us about you and/or your organization

Sponsoring organization's name:	
Nature of the business:	
Contact name:	
Address, City, State, Zip:	
Phone:	
Best time to call:	
Email:	
Website:	

## STEP 2: Tell us how money will be raised for Susan G. Komen for the Cure

Name of revenue generation idea, event, program:	
How will the funds be raised: (sales, pledges, etc):	
Date/location of fundraising activities:	
National or local focus:	
Duration of fundraising activities:	
How much money do you expect to raise?	\$
Anticipated net proceeds to Komen:	\$

**STEP 3: Tell us about the proposal elements and logistics**  
Attach a separate sheet if necessary.

1. Describe how you plan to raise the funds? Please also list your estimated revenue and expenses for this project.

2. What are the costs associated with this idea? Will Komen be responsible for the expenses? Do you envision requesting financial assistance from Komen?

3. How do you propose to use Komen's name and/or logo?  
(ie. solicitation letters, invitations, flyers, press releases, point of purchase materials, web site, newsletter, other)

4. Have you ever coordinated or been involved in a project like this before? If so, please describe.

**STEP 4: Review, sign and return your proposal**  
to: PO Box 9275 South Charleston WV 25309  
email: [executivedirector@komenwv.org](mailto:executivedirector@komenwv.org)

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

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

Printed Name: \_\_\_\_\_

Contact information: email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Komen Information**

1. Komen does not endorse products or services of any kind.
2. Because of IRS regulations, Komen is unable to assist with promotion or advertising of your company, event or product.
3. Use of the Komen logo requires a legal contract. That process can take 2 months at a minimum.
4. Relationship proposals are reviewed by the Fund Development Committee. This committee meets once a month.
5. If your proposal is approved by this committee a Komen representative will contact you for more information.

**Disclosure**

For the protection of the consumer, the Better Business Bureau requires that the anticipated amount or percentage of the proceeds from sales to benefit a charity be posted at the point of purchase (i.e. \$1 or 5 % of each purchase or ticket benefits X charity).

**Using the Komen name or logo**

Komen's logo is trademarked, and any use without express written permission is illegal. Use this form to request permission.

**Our Promise**

The Susan G. Komen for the Cure promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

**Thank you for thinking of West Virginia Susan G. Komen and our promise!**