

## The Phoenix Affiliate of Susan G. Komen for the Cure Third Party Event Categories

The following categories outline the various levels of third party events which are offered by the Phoenix Affiliate. Please note that approval must be granted by the Komen Phoenix Affiliate and a Letter of Agreement will be executed by the parties before Applicant can plan or promote their event. *Some benefits of certain category levels are subject to change without notice.*

**NOTE: The contribution designated to the Phoenix Affiliate is based on the amount specified in the third party contract, regardless of profit/loss margins from the event. The guaranteed donations listed below is the minimum amount due, and not to be interpreted as the actual amount that Komen will receive from a third party event. Monies raised from the event to benefit Komen are not to be used to fund the event or for other business activities and transactions.**

### **LEVEL ONE**

Proceeds benefit the Phoenix Affiliate with a minimum guaranteed donation of equal to or greater than \$2,500. Benefits from the Affiliate include the following:

- Permission to use the Affiliate name and/or logo. All marketing/promotional materials must be reviewed and approved by the Affiliate prior to its production and distribution. This includes, but is not limited to, invitations, press releases, newspaper, websites, newsletter articles, etc.
- Event information posted on the local Phoenix Affiliate website.
- Affiliate e-mail blast dependent upon event timeline and that ample notice is provided.
- Affiliate representative at event if requested and available. All efforts will be made for a representative to attend the event providing advanced notice given, availability of representative and location of event.
- Complimentary educational materials provided for the event - 200 maximum per event. One month notice must be given to ensure materials are in stock. The option to purchase additional materials is available through [www.komen.org](http://www.komen.org).
- 10% discount to advertise in the Phoenix Affiliate newsletter; The Komen Connection.

### **LEVEL TWO**

Proceeds benefit the Phoenix Affiliate with a minimum guaranteed donation of \$1,500. Benefits from the Affiliate include the following:

- Permission to use the Affiliate name and/or logo. All marketing/promotional materials must be reviewed and approved by the Affiliate prior to its production and distribution. This includes, but is not limited to, invitations, press releases, newspaper, websites, newsletter articles, etc.
- Event information posted on the local Phoenix Affiliate website.
- Affiliate representative at event if requested and available. All efforts will be made for a representative to attend the event providing advanced notice given, availability of representative and location of event.
- Complimentary educational materials provided for the event - 100 maximum per event. One month notice must be given to ensure materials are in stock. The option to purchase additional materials is available through [www.komen.org](http://www.komen.org).
- 10% discount to advertise in the Phoenix Affiliate newsletter; The Komen Connection.

### **LEVEL THREE**

Proceeds benefit the Phoenix Affiliate with a minimum guaranteed donation no less than \$500. Benefits from the Affiliate include the following:

- Permission to use the Affiliate NAME ONLY. All marketing/promotional materials must be reviewed and approved by the Affiliate prior to its production and distribution. This includes, but is not limited to, invitations, press releases, newspaper, websites, newsletter articles, etc.
- Event information posted on the local Phoenix Affiliate website.
- Complimentary educational materials provided for the event - 50 maximum per event. One month notice must be given to ensure materials are in stock. The option to purchase additional materials is available through [www.komen.org](http://www.komen.org).
- 10% discount to advertise in the Phoenix Affiliate newsletter; The Komen Connection.