



Connecticut Affiliate  
350 Church Street, Lobby Level, Hartford, CT 06103  
860-728-4955, [www.komenct.org](http://www.komenct.org)

## CONNECTICUT AFFILIATE OF SUSAN G. KOMEN FOR THE CURE® Guidelines for Special Fundraising Events or Promotions

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### What You Need to Know First:

- ✂ The fundraising minimum for all agreements is \$1,500. If you are unable to guarantee this minimum, we welcome you to conduct your fundraiser without the Komen Connecticut logo. No further paperwork is needed.
- ✂ You must obtain written permission from Komen Connecticut to use the Affiliate's logo and/or trademarks, in the form of a Letter of Agreement. **Simply completing of the Application for Special Events and Fundraisers does not constitute permission from Komen Connecticut to use Komen's logo or trademarks.**
- ✂ If your event is approved, it will be posted to Komen Connecticut's website, and included in the electronic newsletter if an edition is scheduled for distribution prior to the event date.
- ✂ All additional promotional material related to an event benefitting Komen Connecticut must be reviewed and approved by the Affiliate **prior to printing, distribution, publication, display, or use**. This includes, but is not limited to, invitations, press releases, newspaper or newsletter articles, web postings, merchandise, etc.
- ✂ While we are able to provide guidance for your event, we do not have the personnel to handle administrative tasks on behalf of the third party such as distributing invitations, recruiting participants, sitting on planning committees, compiling RSVPs or selling tickets. **If the event is approved, you should be prepared to provide all of the support necessary to organize and conduct the event, including publicity and committing all funds required for the event.**
- ✂ Komen Connecticut may be able to provide a representative at the event if requested and depending on availability. Also, if requested in advance, free educational materials of up to 100 pieces plus 50 ribbon stick-ons can be provided for the event.
- ✂ Komen Connecticut post your event to our website and social media outlets.
- ✂ Komen for the Cure has trademark rights on many phrases which include "for the Cure" in them, so if you are considering using a phrase of this nature, it will need to be cleared via a trademark search through our Headquarters' office.
- ✂ Susan G. Komen for the Cure and the Connecticut Affiliate of Susan G. Komen for the Cure must be added as additional insureds by the third party prior to the event. More instructions will follow if an agreement is written.
- ✂ Komen Connecticut does not release its list of friends, supporters, and survivors.

Early detection is the key to survival.