



Susan G. Komen Orange County Third Party Events

What is a Third Party Event?

A Third Party Event is a fundraising activity coordinated by an individual, local business or organization who raises money for Susan G. Komen® Orange County. Third Party Events can range from small to large and everything in between such as golf tournaments or “shopping for the cure” and are excellent opportunities to raise awareness and funds for breast health services and breast cancer research. By registering an event with us as an official “Third Party”, you can use the Susan G. Komen Orange County name and logo for the event and promotional purposes.

What Qualifies as a Third Party Event?

Many types of events qualify as a Third Party Event, 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 and walks. Businesses or organizations wishing to hold a Third Party Event must be located in the Orange County area. 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. (Funds may not be raised on sales of alcohol or tobacco.)

How Can I Fundraise at my Third Party Event?

We are open to ideas for Third Party Events. These can occur during the National Breast Cancer Awareness Month in October, or any time throughout the year. Here are some examples of how to build a potential Third Party Event:

- Ticket or Raffle Sales
 - The amount of money from each ticket sold for admission or raffle entry for an event is donated to Komen Orange County.
- Percentage of Sale
 - A percentage of the revenue from sales of specific items is donated to Komen Orange County. These can include, but are not limited to: merchandise, tickets sales, raffle sales, restaurant sales (see below), or business sales.
 - To purchase merchandise benefitting Susan G. Komen, visit www.shopkomen.com.

- Dining For the Cure
 - Hold fundraising events through participating local or chain restaurants to have a percentage of the bill, before tax, donated to Komen Orange County.
 - Interested parties must contact the restaurant general manager for more information and to work out details.
- Flat Donations
 - Collecting donations in person or through crowd-sourcing websites to donate directly to Komen Orange County.
- Incentives
 - Giving a reward to each individual who donated to Komen Orange County.
- Silent or Live Auction
 - Auction off goods or services through silent or live bidding. Winning bid amount is donated.
- Rally for the Cure
 - Educating family, friends, and the community about breast cancer through golf, tennis, or social event.
 - After selecting a date and place, Rally for the Cure provides most materials needed to host a successful event.
 - For more information, visit www.rallyforthecure.com.
- Passionately Pink
 - Passionately Pink is a Susan G. Komen program that assists you in hosting a successful pink inspired event to raise money for Komen Orange County.
 - Provides promotional and educational material at no cost or obligation.
 - Receive a customizable fundraising webpage as well as a fundraising kit that contains breast health information, event posters, and more.
 - These events can be as small as an office environment to as large as a high school football game.
 - For more ideas and information, visit www.passionatelypink.org.

Where Does the Money Go?

75% of the donations made to Susan G. Komen Orange County stay local to provide breast health and breast cancer services to low income families throughout Orange County. The funds also help provide educational programs and outreach in many languages to women of all ages, race, and income to ensure a healthier future. Every donation has an impact on a woman struggling with breast cancer. Donations of these amounts help cover, but are not limited to:

- \$125 = Average cost of one mammogram
- \$375 = High risk mammogram coverage for three generations
- \$1000 = Sponsor mobile mammograms in the community

The remaining 25% goes to the Susan G. Komen Global Research Fund.

What is My Responsibility When Coordinating a Third Party Event?

If a business or organization wishes to hold a Third Party Event with proceeds benefiting Komen Orange County, parties involved are subject to guidelines and requirements. These include, but are not limited to:

- Complete and submit the Susan G. Komen Orange County Third Party Agreement and Promotions Guidelines
- Submit all promotional and advertising material for review and approval
- Obtain all necessary permits and insurance required

Additional guidelines and elaboration is described on the Susan G. Komen Orange County Third Party Agreement available on our website.

How Do I Get Started?

Susan G. Komen Orange County currently has two levels of commitment to select from based on your expected donation amount:

1. Events generating \$1,000 or more:
 - Use of Susan G. Komen Orange County name and logo
 - Event posted on website calendar
 - Mention of event on our electronic newsletter (audience of over 25,000 subscribers)
 - Posts before and after events on social media sites
2. Events generating less than \$1,000:
 - Use of Susan G. Komen Orange County name

If interested parties wish to use option one, you must complete and sign the Susan G. Komen Orange County Third Party Agreement. Please contact Danielle Hamilton at dhamilton@komenoc.org for further arrangements and negotiations.

If you are interested in hosting a Third Party event or have further questions, please contact Danielle Hamilton at dhamilton@komenoc.org or by calling 714-957-9159 ext. 26.

