



FACT SHEET

Thank you for your support of Susan G. Komen for the Cure. Below are tips to help you determine if a cause marketing program with Komen will help meet your business objectives. Please review carefully before completing the attached New Business Questionnaire.

- Komen owns the registration for the Komen name, logo, 1-877 GO KOMEN toll free number and a family of "For the Cure" and "For a Cure" names and programs "Licensed Marks". Permission is required for use of any of these Licensed Marks.
- A party that desires to obtain permission to use these Licensed Marks must execute a written contract with Komen that outlines how the Licensed Marks will be used. Until a fully executed Letter of Agreement is received by the organization, **use of the Susan G. Komen for the Cure name, logo, or any of its licensed marks is strictly prohibited.**
- Komen is currently declining proposals for the following categories:
 - *Alcoholic Beverages
 - *Athletic Shoes
 - *CD'S
 - *Books
 - *Firearms
 - *Online Auctions
 - *Vacuums
 - *Airlines
 - *Automobiles
 - *Sunglasses
- A minimum of one year in business is required for any organization seeking a partnership with Komen.
- To ensure that our corporate partners and our supporters can feel proud of the cause-related marketing programs and promotions created to support Komen for the Cure and our promise to end breast cancer forever, a minimum contribution of 10% of the retail price for a product or service is the recommended donation.
- In order to complete our assessment, a sample must be provided for review of proposals involving a product. Drawings and/or photos are accepted in cases where the product is still in development (see accompanying form for shipping information).
- Along with your sample, please forward a company media kit and any other collateral, brochures, reports, about your organization or the program/promotion that will assist us in evaluating your proposal.
- One of our objectives with all cause-related marketing programs is to ensure that consumers are provided with breast health information and a way to contact Komen for further information. You must agree to publish Komen's toll-free breast care Helpline, 1-877 GO KOMEN, website www.komen.org, and Komen's promise on all promotions, events and programs to raise awareness and educate the public about

breast health/breast cancer. We suggest you include breast health and breast cancer educational/informational messages on packaging, in promotional, advertising and collateral materials to ensure your program will raise awareness and educate the public about this devastating disease.

- Komen operates under the Better Business Bureau guidelines for charitable giving. These guidelines require clear disclosure to the consumer. In compliance with these guidelines, Komen requires full disclosure regarding the benefit to the organization when funds are raised through a consumer purchase or promotion (e.g. \$1 from the sale of each item) on all packaging, advertising and promotional materials in clear and unambiguous terms. Your company/organization must be able to comply with this requirement.
- Your organization may also be required to register in certain states as a “commercial co-venturer.” In its simplest terms, a commercial co-venture is a relationship where an organization promotes a product or service and represents to the public that a portion of the proceeds will benefit a cause. If the product or service is being promoted in a state that requires commercial co-venturer registration, the organization conducting the program/promotion must file certain documents with that state’s Attorney General’s office (or other state-designated entity). The specific documents that must be filed will vary from state to state, but will generally include a registration statement and a copy of the contract. Although Komen cannot give legal advice to organizations that conduct programs/promotions with us, we do advise them to seek legal counsel to ensure that they comply with these registration requirements.
- Susan G. Komen for the Cure does not sell, loan or distribute its mailing list or email addresses to any company or individual.
- Komen is unable to secure celebrities for promotional purposes.
- We sometimes find that proposals offered are better suited for a local versus a national program. Susan G. Komen for the Cure has 125 local Affiliates across the United States serving more than 18,000 communities. If the proposal is considered to be more appropriate for review as a local program, it will be referred to the Affiliate nearest you for their consideration. A representative of that Affiliate will review the proposal and then communicate directly with you.
- If your organization is interested in selling your product via the Komen website only (Promise Shop – on line gift store) please contact PromiseShop@Komen.org for further information.