



guidelines for conducting special events and promotions to benefit the Triple Negative Breast Cancer Foundation (TNBCF)

Registration: Register your event at the TNBC Day website below and set up your personal webpage including all event details and personal photos. We will link your personal webpage to our interactive TNBC Day map so that others can find and support your event. <http://www.tnbcfoundation.org/tnbcday2015/hostanevent.htm>

Assistance: Please note that while TNBCF may be able to provide guidance for your event, we are unable to provide administrative, logistical or financial assistance (e.g., distributing invitations, compiling RSVPs, selling tickets, acquiring permits, covering expenses, etc.). If your event is approved, you should be prepared to provide all of the support necessary to organize and conduct it, including committing all funds required for the event. We recommend forming an event committee to assist you with planning.

Expense Ratio: As a responsible steward of public funds, TNBCF works to keep our expenses at or below 20% of our gross revenue. While we do not mandate an expense ratio policy for third party events, we strongly encourage individuals or organizations that conduct events to benefit TNBCF to also be good stewards of their funds and minimize expenses.

Proceeds: We ask that all events billed as “Fundraisers” allocate at least 80% of the net proceeds (amount collected after expenses) to TNBCF. There is no minimum donation amount and awareness events with no fee are equally encouraged.

Insurance: TNBCF carries insurance coverage for third-party events with some exceptions. If your event falls into an exception category, you will be required to secure your own coverage and provide us with a certificate of insurance listing TNBC Foundation as both Certificate Holder and Additional Insured.

Exceptions: (Insurance Required)

- Alcohol served or provided
- Parades
- Aircraft
- Motorcycle runs and automobile rallies
- Fireworks
- Firearms
- Animals – other than house pets
- Carnivals and fairs with mechanical rides
- Rock, Hip-Hop or Rap concerts – with admission over 500 people
- Events including contact sports
- Rodeos
- Political Rallies
- Any event lasting more than 5 days
- Any event with greater than 500 people at any one time

If the event is an athletic or sporting event, organizers must require all participants to sign a waiver/release, releasing TNBCF from any liability.

Please support our corporate champions. Their generosity and leadership moves us forward and makes TNBC Day possible.



Sponsors: Any products or other item(s) sold at or in connection with events must be non-controversial in nature.

Compliance with Laws: Events that benefit TNBCF must comply with all local, state and federal laws relating to the promotion and conduct of the event and activities. Organizers are responsible for filing all appropriate registrations, obtaining all permits, releases, consents, licenses and approvals necessary to promote and conduct the event.

Trademark: Individuals or organizations conducting events that benefit TNBCF may use our marks after the event is registered with us.

Referencing the Event: The event must clearly state its name and then say “for the benefit of the Triple Negative Breast Cancer Foundation (or TNBC Foundation).” The event name must not in any way imply it is a TNBCF event.

Disclosure: In accordance with the Better Business Bureau Wise Giving Alliance’s guidelines for charitable promotions, all advertising and promotional materials for the event must clearly disclose to the public the specific amount of money from the consumer’s purchase that will be donated to the charity (e.g., “\$10 of each ticket purchased,” “100% of the proceeds,” etc.).

Donations: Individuals or organizations conducting events that benefit TNBCF must settle up with a check for the event proceeds, along with an accounting of those proceeds, within 30 days following the conclusion of the event. Donations made online through your personal webpage are automatically entered into our accounting system. No additional reporting is needed.

If a sponsor, underwriter, attendee or participant is interested in making their donation directly to TNBCF with a check written out to the Foundation, we are happy to accept those donations.

Organizers who collect cash or checks of \$250 or more from any individual donor must supply TNBCF with the individual’s legal name, address and the amount received. We are required to provide the donor with a written acknowledgement. Donors, who submit their contributions online, via your TNBCF personal webpage, will receive automatic emailed receipts.

Thank you for your support!



TRIPLE NEGATIVE
BREAST CANCER
FOUNDATION

The Breast Cancer Breakthrough Foundation

Please support our corporate champions. Their generosity and leadership moves us forward and makes TNBC Day possible.

Genentech
BIOONCOLOGY™