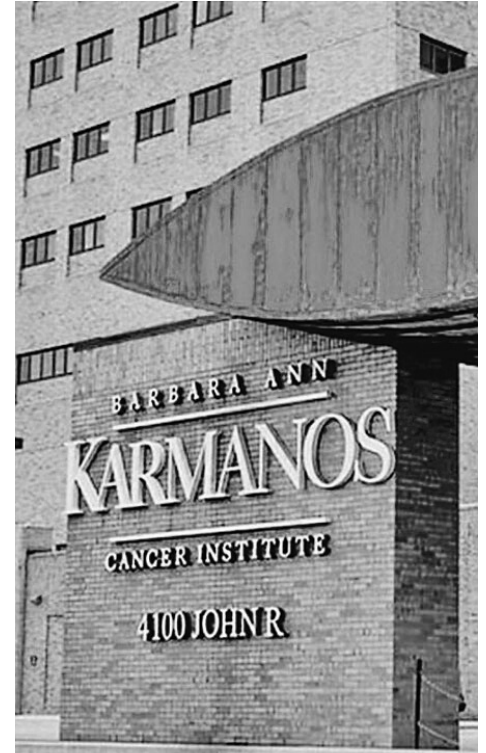


THIRD PARTY EVENT GUIDE

YOUR COMPLETE GUIDE TO HOSTING AND PLANNING EVENTS TO SUPPORT CANCER CARE, RESEARCH AND EDUCATION THROUGH THE KARMANOS CANCER INSTITUTE.



BARBARA ANN



CANCER INSTITUTE



A Cancer Center Designated by the National Cancer Institute

YOUR BEST CHANCE.



Thank you for your interest in hosting an event to benefit the Barbara Ann Karmanos Cancer Institute. Your support will help Karmanos as it leads in transformative cancer care, research and education through courage, commitment and compassion.

Headquartered in Detroit, Karmanos Cancer Institute, is the largest cancer research and provider network in Michigan and has 15 treatment locations. Caring for approximately 13,000 new patients annually and conducting more than 800 cancer-specific scientific investigation programs and clinical trials, Karmanos is among the nation's best cancer centers.

Karmanos third-party events help support groundbreaking research discoveries, health and medical education, and patient care. Gifts made to Karmanos help us fund the most up-to-date therapies and remain at the forefront of advancing new cancer treatments; offering tomorrow's standard of care today.

The breadth and depth of our experts knowledge, experience and individual specialty, coupled with our multidisciplinary team approach, makes Karmanos uniquely positioned to make the biggest impact with your gift; offering every patient their best chance for a successful outcome, and more precious time spent with their loved ones.

In this toolkit, you will find information about hosting and planning your event, as well as Karmanos' promotional and financial guidelines. Please read the information carefully and submit the proposal online at www.karmanos.org/ThirdPartyForm or there is also a form at the end of this packet. Our Third Party Events Coordinator, Chelsea Pulice, will contact you within two weeks of receiving the form to inform you if your event is approved. If you have questions, please contact Ms. Pulice at pulicec@karmanos.org or call 313-576-8112.

We hope at the conclusion of your fundraising efforts, you will take a moment to reflect on all your hard work and know that you've made an impact on your community and—through the research we fund – around the world.

Let us know if there is anything we can do to support your event planning experience. We sincerely appreciate your interest in supporting our Karmanos team and your efforts to help us save lives.

Katrina D. Studvent
Chief Development Officer



MAKE A DIFFERENCE.



GUIDING THE WAY

Below are tips to assist in planning your event. These tips should be used in addition to guidelines outlined in this kit. Additional materials will be mailed once your event is approved.

EVENT CONCEPTS

- Determine if your gift will be unrestricted or directed to a particular area.
- Create your event message.
- Identify event specifics, such as the date and location.

APPROVAL

- Review Karmanos third-party event regulations contained within this toolkit, paying close attention to financial and promotional guidelines.
- Create your event message.
- Identify event specifics, such as the date and location.
- **Complete Proposal Form**

DETAILS

- Create a fundraising plan with a goal and budget.
- Plan anticipated event expenses to keep your event finances on track.
- Establish a timeline to know when important tasks are due.
- Secure a venue
- Create a social media/marketing plan.
- Secure volunteers, if needed.

EXECUTION

- Send out invites to anyone you know with an interest in your cause.
- Review fundraising plan, budget, timeline, and vendor and volunteer tasks to make sure you're on track.
- Enjoy the event and thank volunteers for their work to support cancer research at Karmanos Cancer Institute.

FOLLOW-UP

- Acknowledge and thank your donors, participants, sponsors and in-kind donors.
- Send collected funds to Karmanos Cancer Institute following your event.
- Provide Karmanos with your attendees and their contact information (with their consent), so that we may continue to support your cause by contacting your donors and participants with relevant research news updates and information.

Prior to Event Activity

Please contact the Karmanos Events Team to obtain approval. A member of our staff will contact you upon receiving your submission. Karmanos reserves the right to request additional information before approving any event or activity.

Contact for Event Inquiries

Chelsea Pulice
Third-Party Events
Coordinator

(313) 576-8112
pulicec@karmanos.org

Karmanos Cancer Institute
4100 John R
Mail Code: NCO6DS
Detroit, MI 48201



PROMOTIONAL

The Karmanos Cancer Institute brand is important to all of us. We take pride in our brand image and work hard to ensure the messaging connected to it is positive and consistent.

As a volunteer Karmanos Cancer Institute third-party event host/organizer, you assume the responsibilities of adhering to our brand policies.

Upon approval of your event, the Karmanos Cancer Institute will send third-party event host/organizers detailed promotional guidelines outlining accepted ways to advertise and market your event.

These guidelines include the following key points:

- Karmanos Cancer Institute requires to review all promotional materials and make changes in messaging to ensure that the language is consistent with branding guidelines.
- The Karmanos Cancer Institute name and its affiliates are registered trademarks and cannot be reproduced without written permission from Karmanos Cancer Institute.





FINANCIAL GUIDELINES

Thank you for selecting Karmanos Cancer Institute as the beneficiary of your event. The funds raised through your event will make a difference in furthering the Institute's mission of leading in transformative cancer care, research and education through courage, commitment and compassion.

Important: Because your event is a fundraiser, it is subject to financial and tax regulations that require detailed accounting of your event revenues and expenses. We have prepared the following information to help you properly report your event's financial activity and understand Karmanos' role and responsibilities as they relate to your event.

EVENT EXPENSE LIABILITY

The event organizer is responsible for all event expenses. Third-party event expenses will not be processed by Karmanos. Karmanos cannot process any credit card or debit card transactions for your event. If event expenses exceed event revenues; Karmanos will be held liable to pay these expenses.

We advise third-party event hosts/organizers to create a well thought out budget and follow the IRS 70/30 guidelines on limiting expenses to 30 percent of total revenues raised.

EVENT BANKING

There may be legal and tax implications for anyone who uses his or her personal bank account to process event revenues and expenses. Contact your legal adviser, tax adviser or bank representative to advise you in this area.

FEDERAL AND STATE TAX EXEMPTION

Since Karmanos is not hosting this event and it is considered a third party event, you will not be able to claim Karmanos IRS 501(c)(3) charitable classification, federal tax ID number, or state of Michigan sales tax-exempt certificate.

GIFT RECEIPTING

Karmanos will not issue gift receipts for donors/participants who make a payment to your event. This includes participants who donate auction items and those who sponsor your event. If you wish to issue gift receipts to your donors/participants you may apply for an IRS charitable classification. The necessary information can be found in IRS Publications 526 and 1771, which you can find at www.irs.gov/charities.



FINANCIAL GUIDELINES

GIFT RECEIPTING *(continued)*

If you are not using event revenue to pay event expenses, you may elect to have your donor/participants make their checks payable directly to Karmanos Cancer Institute and send the checks to us for processing. In this case, Karmanos will provide receipts for each check to the check issuers. We also recommend that you review information on the Michigan Attorney General's Office website for guidance on hosting a charitable event. To learn more, visit www.michigan.gov/ag/.

SUBMITTING NET PROCEEDS

To make a contribution to Karmanos from your event proceeds, please make the check payable to:

Karmanos Cancer Institute
Mail code: NCO6DS
4100 John R
Detroit, MI 48201

A receipt will be provided to the check issuer.

CONTINUED SUPPORT

When you submit your check to Karmanos, please provide a list of your event's attendees, so that Karmanos may continue to help support your cause. Karmanos reserves the right to contact event donors/participants unless attendees state during event registration that they do not wish to be contacted by Karmanos.

AUCTIONS

Karmanos will not be held liable in any claims or issues related to third-party event live and silent auctions, and will not take possession of or be responsible for any items contributed for auction at your event.

RAFFLES AND CHARITABLE GAMING

Karmanos participates in select raffles for pre-approved events. If you are considering either of these activities as part of your event, we suggest that you visit the Michigan Gambling Control Board website at www.michigan.gov/mgcb/ and www.michigan.gov/cg. Both of these activities require your adherence to state regulations.



DIY FUNDRAISING PLATFORM

Karmanos would like to offer a unique tool to help you engage with your event sponsors and donors. We are proud to present the **Karmanos DIY Fundraising Platform**. The DIY Fundraising Platform is a **FREE** online tool to share your very own story and why raising awareness and dollars to impact cancer is important to you. Are you ready for the best part? 100% of the proceeds raised come directly back to Karmanos, no hidden fees or percentage taken from donations.

Creating your own DIY Fundraising Website only requires a few easy steps:

1. Go to: <https://www.karmanoscancer.org/DIYCrowdFunding/>
2. Click the "Create" button
3. Fill out the information, below are clarifications on some of the information fields
 - **Specific Fundraising Purpose:** This is where you would specify if you had a certain fund you want the money you raised to go to. Example: Greatest Need, Patient Assistance, General Cancer Research, etc.
 - **Fundraising Headline:** This is the official name you want to give your fundraiser.
 - **Fundraising Summary:** This is a short sentence that summarizes the fundraiser.
 - **Fundraising Description:** This is where you really get to dive deep and share your story. Data shows the more someone tells their story, the more funds that person raises.
 - **Photo:** We highly encourage a photo that is 338x225 pixels to reduce blurriness
4. Click "Create" and your page will be approved within 24-48 hours

Once your page is approved you will have your own unique link to share with family and friends via email and on your social media.

If you need some event inspiration, click [HERE](#)



CANCER INSTITUTE
Wayne State University

Friends Raising Funds Event Proposal Form

Thank you for your interest in planning an event in support of the Barbara Ann Karmanos Cancer Institute. Please review our policies and procedures received with this proposal, complete the form below and submit it for approval. If you have questions, please contact Chelsea Pulice at 313.576.8112 or pulicec@karmanos.org

Date Submitted: _____

Organizer Information

Name of Group/Individual/Company holding event: _____

Primary Contact Name: _____ Title: _____

Address: _____ City, State Zip: _____

Primary Phone: _____ Type (please circle): Cell Work Home

Alternate Phone: _____ Type (please circle): Cell Work Home

Email address: _____ Fax Number: _____

Website (if applicable): _____

Event Information

Event Name: _____

Event Date: _____

Event Time: _____

Type of Event: _____

Location Name: _____

Location Address: _____ City, State Zip: _____

Brief Description of event: _____

Anticipated number of guests: _____

Donation

How will funds be raised? (I.e. ticket sales, silent auction, etc.) _____

The event organizer agrees to donate the net proceeds from the event to Karmanos Cancer Institute within sixty (60) business days of the event.

Yes No

Is there a specific type of cancer or program you are interested in supporting?

Yes No

If yes, please explain: _____

****NOTE:** All costs associated with the event are the responsibility of the event organizer. Generally, these costs are covered by event proceeds. The Karmanos Cancer Institute will not be held responsible or reimburse for any costs incurred by event organizers related to the event.

What is being requested from the Karmanos Cancer Institute?

The Karmanos Cancer Institute would be pleased to provide you with educational material for your event. Please specify, if any, the quantities you would like:

1. Educational Material

___ General
___ A specific type of cancer If so, what type? _____

2. Karmanos Cancer Institute Name/Logo.

Do you require an electronic copy of the Karmanos Cancer Institute logo?

___ Yes ___ No

The event organizers understand and agree that the Karmanos Cancer Institute must review and approve all promotional and publicity materials using the Karmanos Cancer Institute’s name or logo (including press releases, public service announcements, scripts, posters, etc.) before they are printed.

___ Yes ___ No

****NOTE:** Your event’s name may identify Karmanos Cancer Institute as the beneficiary of the event but Karmanos Cancer Institute should not be held out as the sponsor of the event. For example, your fundraiser may be promoted as “John Smith’s Bowling Fundraiser in support of the Karmanos Cancer Institute” but not incorporate the Institute’s name as in “The Karmanos Cancer Institute and John Smith Bowling Fundraiser.”

3. Social Media

We may be able to help promote your promotions through our social media channels. Please only include information that applies specifically to your promotion.

- Does this event have an official hashtag? Y / N # _____
- Event/Host Company twitter handle: @ _____
- Event/Host Company Instagram handle: @ _____
- Event/Host Company Facebook: _____

4. Is this event open to the public?

___ Yes ___ No

5. Please describe your public relations plan for the event: _____

By signing this document, the undersigned acknowledges that he or she is authorized to sign on behalf of the organizer and that he or she has received and read the Special Events Policies and Procedures document. Both the undersigned and the organizer agrees to abide by all terms and conditions set forth within the Special Events Policies and Procedures, which are applicable to the organizer's promotion.

Signature of Organizer _____ **Date:** _____

NOTE: This is a proposal. Please do NOT proceed with any printing or promotion until you receive approval from Karmanos Cancer Institute. **Mail/Fax/Email this completed form to:** Karmanos Cancer Institute, c/o Chelsea Pulice NCO6DS, 4100 John R, Detroit, MI 48201, pulicec@karmanos.org, 313.576.8112 (phone), 313.576.8120 (fax).

**YOUR
BEST
CHANCE.**



CANCER INSTITUTE

Wayne State University

1-800-KARMANOS | KARMANOS.ORG