



Play for the Cure Application

Thank you for your interest in hosting a *Play for the Cure* game. *Play for the Cure* raises awareness about breast health and the local impact of Susan G. Komen Northwest NC. The second aspect of *Play for the Cure* is fundraising.

Play for the Cure is open to any middle school, high school, collegiate or club sports teams within our 22-county service area: Alamance, Alexander, Alleghany, Ashe, Avery, Burke, Caldwell, Catawba, Davidson, Davie, Forsyth, Guilford, Madison, Mitchell, Randolph, Rockingham, Stokes, Surry, Watauga, Wilkes, Yadkin, and Yancey.

Please complete and return this form.

(Please print)

Date of Application: _____

School or team: _____

School System/County: _____

Contact: _____

Please check if Head Coach

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

Game Date: _____

Expected Number of Fans: _____

Location of game: _____

Time(s):

JV Game: _____

Varsity Game: _____

Opponent: _____



There are 3 tiers available for involvement with the Play for the Cure program:

Tier 1: You will receive educational materials to distribute, via USPS

Tier 2: You will receive educational materials to distribute, via USPS, ask everyone to wear pink, make announcements during the game about Komen Northwest NC (we can provide you with information/talking points)

Tier 3: We will bring educational materials to distribute, ask everyone to wear pink, make announcements during the game about Komen Northwest NC, fundraise for Komen NWNC, option of a survivor or Komen NWNC speaker at game, an incentive for the team (ex: shirt, bandanas, socks, water bottles, etc.) \$250 fundraising minimum.



Event and Fundraising Ideas (Tier 3)

- Monetary Donations from local businesses in exchange for some sort of advertisement during the game
- During half time recognize survivors
- Pink-themed concessions (pink lemonade, ribbon cookies, etc.)
- Sell t-shirts
- Collect donations during the event
- “Feed the Pig, Fund a Mammogram” Program – Call for details

How will funds be raised? (Please be as specific as possible regarding how funds will be raised and what percentage/portion will go to the Affiliate):

How will you publicize the game?

- Print materials (brochures, posters, etc...)
- Social Media (Facebook, Twitter, etc...)
- Other (Please explain)

*The following is only needed if you plan to have Komen staff/volunteers/survivors involved.

Insurance: Susan G. Komen® requires that the host/organizer carry a \$1 million General Liability policy specifically for the event/activity and that Susan G. Komen® and the NC Triad Affiliate, dba Susan G. Komen Northwest NC be named as additional insured parties on the policy. A Certificate of Liability Insurance must be submitted with the signed copy of the final contract.

- Certificate of Liability Insurance will be submitted for this event
- Host/organizer cannot provide this insurance coverage. Please contact me with options.

Event Organizer Name (please print): _____

Signature: _____

Please return completed form to:

Susan G. Komen Northwest NC
 ATTN: Brittany Garrett
 1106 Burke Street
 Winston-Salem, NC 27101
 Phone: 336-721-0037

Via fax: 336-721-0681

via e-mail: play@komennorthwestnc.org