

## Service Area Policy

Komen Headquarters appreciates the hard work of our Affiliates to promote the Komen brand within its community and recognizes an Affiliate will, on occasion, receive a request from a party located outside of its Service Area. The purpose of this document is to provide guidance on how the Affiliate should respond to a 3<sup>rd</sup> party event, education program, sponsorship opportunity or media relationship request when the requestor is located:

- In a geographic location not covered by another Affiliate (“white space area”); or
- In a geographic location covered by another Affiliate (“pink space area”).

Section 3.1 of the *Susan G. Komen for the Cure Affiliate Agreement* (“Affiliation Agreement”) defines an Affiliate’s geographic Service Area. The defined Service Area is that area in which the Affiliate is to conduct its Community Profile, programs, activities, fundraising, grants and operations. The Affiliation Agreement does not expressly allow the Affiliate to grant funds or establish operations outside of an Affiliate’s Service Area. Notwithstanding the foregoing, however, an Affiliate may be allowed to conduct business outside of its Service Area if one of the following situations arises:

1. **White Space Area Situations:** An Affiliate may participate in a 3<sup>rd</sup> party event, education program, sponsorship opportunity or media relationship in a geographic location outside of its Service Area and not within another Affiliate’s Service Area, with the express written permission of Headquarters. Before finalizing any plans, printing materials or signing a Letter of Agreement (LOA), the Affiliate should submit a request to Headquarters through the Affiliate Relationship Manager (ARM) outlining the details of the situation. Headquarters will review the request and approve or disapprove the request. Headquarters will consider both the short term and long term implications of the Affiliate’s request when determining if approval will be granted to proceed with the 3<sup>rd</sup> party event, education program, media relationship or sponsorship opportunity.

2. **Pink Space Area Situations:** If an Affiliate is considering or has been approached regarding a 3<sup>rd</sup> party event, education program, sponsorship opportunity or media relationship from outside its Service Area but within another Affiliate(s) Service Area, the Affiliate must proceed as follows:

A. 3<sup>rd</sup> Party Events, Education Programs and Sponsorship Opportunities:

If an Affiliate is considering or has been approached regarding a 3<sup>rd</sup> party event, education program or sponsorship opportunity outside its Service Area, the Affiliate must:

1. Inform the individual or entity making the request that each Susan G. Komen for the Cure Affiliate has a defined Service Area based on county assignments;

2. Provide the individual or entity interested in a 3<sup>rd</sup> party event, education program or sponsorship with the contact information for the Executive Director or Point of Contact for the Affiliate that covers the geographic area; and
3. Contact the Executive Director or Point of Contact for the Affiliate that covers the geographic area for the 3<sup>rd</sup> party event, education program or sponsorship request and inform such Executive Director or Point of Contact of the opportunity and provide him/her with the requesting individual or entity's contact information.

The referring Affiliate must contact its ARM immediately if (1) the referring Affiliate learns that the Affiliate that has responsibility for the geographic area for the 3<sup>rd</sup> party event, education program or sponsorship has not responded to the individual or entity; or (2) the individual or entity does not want the 3<sup>rd</sup> party event, program or sponsorship to benefit any Affiliate other than the referring Affiliate.

#### B. Media Opportunities

If an Affiliate shares a television, print or radio media market with one or more other Affiliates, each Affiliate will provide an annual media plan to the other Affiliates sharing such market. The media plan should include the timing of ads or features in print publications, radio station or television for the Affiliate's Race, Pink Tie Gala and all other major events necessitating media coverage.

In its role as facilitator, Headquarters will make every effort to encourage collaboration between and among Affiliates. To foster collaboration and cooperation among the Affiliates, Headquarters encourages ongoing communication and regional meetings among the Affiliates, as appropriate. Attendance and participation by the Executive Director and Board President for each such Affiliate is recommended. Headquarters representatives shall have the right, but not the obligation, to attend in person or by phone at its own expense.

The Affiliate's ARM is available to advise the Affiliate on how to respond to specific situations. If a disagreement between Affiliates occurs, the ARM will advise the Affiliate to communicate directly with the other Affiliate to resolve the issue. In most situations, the issue can be resolved between the two parties. If it is determined that the offending Affiliate's actions were intentional, the Affiliate may be subject to consequences that affect the Affiliate's ability to participate in Headquarters' programs. Headquarters believes the needs of the local community can best be met through positive working relationships and is grateful for the Affiliates' dedication and passion. It is only by working together that we will achieve our vision of a world without breast cancer.