



THE SOCIETY OF
Memorial Sloan-Kettering
Cancer Center

SOCIETY EVENT GUIDELINES

Special events are an integral part of The Society's fundraising program and our greatly valued relationships with event sponsors are very important to the financial health of our organization. Therefore, the success of our core events -- including the Spring Ball, the Preview Party for the International Fine Art & Antiques Dealer Show, the Bunny Hop and the Associates Committee's Fall Party -- is our first priority. From time to time, we are able to add additional lucrative events to our calendar such as theatre benefits, fashion shows and store openings. These events must also be carefully considered in the context of The Society's other commitments and scheduled events so that we will not strain our staff resources and the goodwill of our Board members.

While The Society is grateful for new events that are presented, we hope our Members will understand that there will be times when we will have to decline opportunities in consideration of the above statements and the basic guidelines for Society events which follow:

1. All Society events must be approved by the Executive Committee.
2. Requests for new events should be submitted in writing to the Executive Director, and should include specific details about the expectations of the proposing company or organization.
3. All paper and electronic event invitations, on which The Society's name appears, must receive final approval from The Society office prior to mailing.
4. All mailings for each event are on a one-time basis and The Society's lists are never to be given to any other organization. The Society office or a third-party mailing house must handle all paper and electronic mailings.
5. A contribution of \$25,000 to The Society is typically required for any event in which invitations are sent to the mailing lists of The Society Board and the Associates Committee; or \$15,000 for a mailing to the invitation list of the Associates Committee alone.
6. A minimum donation of \$5,000 is typically required when a company donates a percentage of proceeds from the sale of a product or line when publicized on an event invitation and/or in other marketing materials.

Your support of our events is so important to The Society's mission. For questions, please call the Executive Director at 212.639.7972.