

Holding a Successful Sporting Event with a Professional Team

- Complete the Fundraiser Form a minimum of **12 weeks** before the event.
- If you plan to use the Foundation's name and logo in connection with your fundraiser, please complete the section discussing the use of the Foundation's name or logo.
- Provide the Foundation with a sample of the promotional item(s) that feature the Foundation's name, trademark and logo.
- The Event will be listed on the MKOC under *Meetings, Workshops and Events* and on www.marykay.ca.
- Mary Kay has filed a claim for the following names for team events: Pink in the Park™ and Pink in the Rink™. We encourage you to use one of these trademarked names for your sporting event so we can promote consistency for The Mary Kay Ash Charitable Foundation in Canada.

How to approach the team:

- Contact the CEO or general manager.
- Remember that you represent The Mary Kay Ash Charitable Foundation. Educate the team on the MKACF. Give statistics about domestic violence. This isn't the time to sell product. However, in most cases, your business will profit in the process.
- Be familiar with your Mary Kay numbers. (Know how many independent sales force members and customers are in the event area. Most teams will be surprised and impressed to learn how wide the Mary Kay influence is. For example, if you have 200 Consultants in your area, that's potentially 400 tickets.) While you don't want to guarantee ticket sales, you do want to tell the team what's in it for them.
- Ask for \$5 per ticket, and tell them how you will promote the event to sell more tickets.
- Tell the team why holding a MKACF fundraiser is different. Very few organizations have the network that our independent sales force members have.

Pre- Event Promotion

- You may want to request that cancer survivors and domestic violence survivors be honoured at the event (audience stand) to further raise awareness.
- Promote the event at unit meetings, in newsletters, to customers and in the community. As Mary Kay said, "People support that which they help to create." Rally with your sister Independent Sales Directors and Beauty Consultants to involve them. For example, you could have a challenge where the unit, Sales Director or Beauty Consultant wins a prize or receives special seating or recognition.
- You may wish to contact area businesses about buying tickets to benefit cancer survivors and domestic violence survivors. This event is raising awareness in your community and supporting the Foundation's mission to support women living with cancer through the Look Good Feel Better® program and the eradication of domestic violence.
- Work with your sports team contact to coordinate how the two of you can promote this in local newspapers, newspaper Web sites, local radio and television. (You may want to take tickets, giveaway items or pink roses when you visit and/or on game day.)
- Work with the team to have key players do Public Service Announcements for the Foundation.
- Request the team mascot be sent to an area unit meeting to promote the event and ticket sales.
- Run a contest for Independent Beauty Consultants/Sales Directors for reward/incentive levels for the person(s) who sells the highest number of tickets. (You should not have to purchase the tickets to sell. Any unsold tickets should be able to be returned to a designated person with the sports organization.)

Event Day Ideas

- Request the team wear pink jerseys for the event. Auction the jerseys at the end of the event with proceeds going to the Foundation. (Understand the cost of the jerseys will come out of the profits for the MKACF.)

- Request that an Independent Beauty Consultant sing the national anthem.
- Request that an Independent Beauty Consultant toss the coin, toss the first puck or ball, etc.
- Have a dynamic Independent Sales Director give the team's pre-game pep talk. (Tell them what and who they are playing for. These guys have wives, mothers, girlfriends and sisters who have been touched by cancer or domestic violence.)
- Have a small gift in each player's locker on game day.
- Request pink Cadillacs be featured at the event (driven on the ice or the field, parked in front of the stadium, etc)
- Schedule a time for a team representative to present the cheque to you
- Take pictures at your event and send them afterward; please send not more than five pictures (we recommend photos need to be 300 kilobytes or more) to the Foundation e-mail address, marykaycares_canada@mkcorp.com. You can also include photos in your newsletter.
- Follow-up after the event with a Thank You letter to the team.

Please include the following information with the pictures:

- Your name and/or the hosting group's name.
- The event's location and date.
- A brief description of the event.