



## **Dr. Susan Love Research Foundation Corporate Partnership & Cause Marketing Guidelines**

Thank you for your interest in developing a cause marketing partnership with Dr. Susan Love Research Foundation (the Foundation). Before submitting a Cause Marketing Form, please read the following information carefully to help determine if a cause marketing partnership with our Foundation is right for your organization. These guidelines have been created to help ensure that our corporate partners and our supporters feel proud of the promotions that support our mission.

### **Brand Pillars**

Any product or service included in the cause marketing partnership should promote the three pillars of the Foundation's brand:

- Research to find the cause and prevention of breast cancer
- Complex science explained so that women can make informed choices about their health
- Enabling the public to participate in breast cancer research

### **Restricted Categories**

Dr. Susan Love Research Foundation does not accept cause marketing partnerships in the following categories:

- Health websites
- Tobacco
- Firearms

Potential partnerships are reviewed and evaluated on a case-by-case basis. The Foundation reserves the right to approve or deny potential partnerships based on appropriateness, brand alignment, and brand values.

### **Partnership Requirements**

The Foundation will only review and consider cause marketing proposals that meet the following criteria:

- Completion and submittal of the Foundation's Cause Marketing Form.
- Minimum of one year of established business operations.
- Minimum contribution to the Foundation of 10% of net profits, depending on level of partnership.
- Adherence to the Better Business Bureau's Guidelines for Charitable Giving, which stipulate full disclosure to the consumer on all packaging, advertising, and promotional materials in clear, unambiguous terms. For example, "\$10 from the sale of this item benefits the Foundation with a cap at \$10,000."
- Agreement to publish the Foundation's mission statement, pre-approved logo, and website address on partner's website and promotional outreach to connect consumers to our organization.
- A sample must be provided for review of proposals involving a product. Drawings and/or photos are accepted in cases where the product is still in development.



- **Until a fully executed Sponsorship Agreement (e.g., Cause Marketing Contract, Small Business Partner Agreement, etc.) is received by the Foundation, use of the name, logo or any of the Foundation’s Licensed Marks is strictly prohibited and punishable by law.**

### **Licensed Marks**

- The Foundation owns the registration for Dr. Susan Love Research Foundation, Army of Women, Health of Women [HOW] Study, ImPatient Science, For a Future without Breast Cancer, and Act with Love names and Licensed Marks.
- An organization that desires to use the Foundation’s Licensed Marks must execute a written agreement with the Foundation that outlines which Licensed Marks will be used, and how the Licensed Marks will be used.

### **Important Information**

- The Foundation does not endorse any company’s products or services. Partners’ promotional materials and communications cannot include any wording that suggests endorsement or approval of a product or service by the Foundation.
- The Foundation is unable to secure celebrities for promotional purposes.
- The Foundation does not sell, loan, or distribute its mailing list or email distribution lists to any company or individual.
- The Foundation cannot be responsible for any product, service, or event costs.
- The Foundation does not allow solicitation of products or services to the Army of Women.
- Visibility for the cause marketing partnership and its products and/or services on the Foundation’s website and digital marketing channels is based upon the level of partnership and minimum donation guarantee.
- Your organization may be required to register in certain states as a “commercial co-venturer.” In its simplest terms, a commercial co-venture is a relationship where an organization promotes a product or service and represents to the public that a portion of the proceeds will benefit a charitable cause. If the product or service is being promoted in a state that requires commercial co-venturer registration, the organization conducting the program/promotion must file certain documents with the Attorney Generals’ offices (or other state-designated entities.) The specific documents that must be filed will vary from state to state, but will generally include a registration statement and a copy of the contract. Although the Foundation cannot give legal advice to organizations that conduct programs/promotions with us, we do advise them to seek legal counsel to ensure they comply with these registration requirements.

Rev. 6.30.2016

**Dr. Susan Love Research Foundation | 16133 Ventura Blvd., Ste. 1000 | Encino, CA 91436  
Tel: (local) 1.310.828.0060 | Fax: 1.310.828.5403 | [www.drsusanloveresearch.org](http://www.drsusanloveresearch.org)**