

Corporate Partnership Proposal Form



Fast Facts

A contract is required to use the Susan G. Komen for the Cure® name, logo, Running Ribbon or any of our other trademarks.

Some promotions are better suited as local promotions. We have more than 120 Affiliates in the U.S. and abroad and would be happy to refer you to the appropriate Affiliate for consideration.

Although Komen for the Cure is the beneficiary of proceeds through its partnerships, we, including our Affiliates, have no ability to sell or distribute products for our partners. Komen for the Cure may publicly acknowledge its corporate partners, but because of our non-profit status, we cannot advertise for our partners or promote our partners' products or services.

Contact Information and Company Background

Business Name: _____

Your Name and Title: _____

Full Mailing Address: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

What is the nature of your business? _____

When was your business established? _____ Number of employees? _____

Please list any past experience(s) with other charities: _____

Why have you chosen Komen as the beneficiary of your promotion? _____

Are you currently partnered with your local Komen for the Cure Affiliate? ☐ Yes ☐ No

If yes, which ones and how? _____

Promotion Details

Please describe your product or service involved in the promotion. *Add additional pages if necessary.*

What is the suggested price of the product or service? _____

Where will the product or service be sold or offered? ☐ U.S. ☐ Canada ☐ U.S. Territories and/or

☐ International, if so where _____

When will your promotion selling period begin and end? _____

When will the product(s) be available at retail? _____

What is the number of units you will be producing? _____

Will you sell through the following outlets? ☐ Company Store ☐ Franchises ☐ Other Retailers ☐ Catalogs ☐ Online and/or

☐ Other, please explain _____

How will you promote the promotion? _____

Will Komen be the sole beneficiary of this promotion? ☐ Yes ☐ No

If not, please list the other charities or beneficiaries _____

*If you would prefer to sell your product only on ShopKomen.com® please e-mail
NewKomenProducts@MainGateInc.com for more information on product submission.*

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Fast Facts

A cause-related marketing promotion is separate and distinct from Komen national sponsorships including the Susan G. Komen Race for the Cure®, Susan G. Komen Marathon for the Cure® and Susan G. Komen 3-Day for the Cure®.

Komen for the Cure requires prior approval of all packaging, advertising and promotional materials that bear our trademarks.

We require full disclosure regarding benefit to Komen on all packaging, advertising and promotional materials, in clear and unambiguous terms. For example, *During the month of October, the Pink Umbrella Company will donate to Komen \$1 for each umbrella sold, with a guaranteed minimum donation of \$100,000.*

Donation Structure

It is important that our corporate partners can take pride in participating in a cause-related marketing promotion that supports the promise of Susan G. Komen for the Cure® to end breast cancer forever. Typically promotions benefiting Komen for the Cure are structured using the guidelines below:

Guaranteed minimum donation (such as \$25,000-100,000) for total products sold. This will vary depending on several factors including:

- Length of promotion
- Use of Komen licensed trademarks (i.e. Komen name, logo, Running Ribbon, etc.)
- Percentage per product donation (please see below)

Per product donation is accrued against the guaranteed minimum donation.

- At least 10 percent of the retail price or 15 percent of wholesale price

Example: During the month of October, the Pink Umbrella Company is going to sell a \$10 umbrella and donate to Komen \$1 (or 10 percent of the retail price) from the sale of each umbrella. The Pink Umbrella Company has guaranteed that it will raise a minimum of \$25,000, regardless of how many umbrellas are actually sold.

If the Pink Umbrella Company does not sell all 25,000 umbrellas before the promotion ends, the company is still contractually required to pay the full guaranteed minimum donation amount. Komen requires a portion of the guaranteed minimum donation at signing of the contract. Subsequent donations are required at least quarterly.

Guaranteed Minimum Donation

What is your guaranteed minimum donation for this promotion? _____

Per Product Donation

If this promotion involves a product or service, what amount will you donate?

☐ 10% of retail ☐ 15% of wholesale ☐ Other (please describe): _____

Disclosure Regulations

Cause-related marketing promotions that benefit Susan G. Komen for the Cure are regulated by the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability as well as by applicable state commercial co-venture laws. These regulations require full disclosure to the consumer regarding the benefit to the charity when donations are raised through a consumer purchase on all packaging, advertising and promotional materials in clear and unambiguous terms.

If your promotion is approved, Komen will work with your company to suggest appropriate disclosure language.

For more information about the BBB Standards (including Standard 19, which applies to cause-related marketing promotions), please visit www.bbb.org/us/Charity-Standards.

Submissions

Thank you for your interest in Susan G. Komen for the Cure. After completing this questionnaire, please e-mail it, together with any other pertinent information, graphics, etc. to **Melinda Taylor** at mtaylor@komen.org. Once we receive your proposal, we will contact you to discuss the review process and available options.

If you would like to receive KomenLink, Komen's free monthly e-newsletter, please sign up at www.komen.org.